

## Bonsall

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### Overview

The commercial lands in Bonsall are located in four distinct areas, primarily along Highway 76. The main commercial area is located in the village core of Bonsall north of Olive Hill Road. This area includes the River Village Shopping Center and a commercial development with restaurants, a gas station and other small businesses. Outside of the village core area, commercial development is characteristic of the rural setting of the community, in its mix of uses and design. This area consists of uses that are smaller in scale.

Overall, the community needs are met by outside commercial centers, located in the surrounding community/jurisdictions of Fallbrook, Oceanside and Vista. As a result, commercial demand is low, which is evident in the large proportion of vacancies and undeveloped land.

### Key Issues

- Further development of commercial lands can increase existing congestion along Highway 76, which is currently operating at a Level of Service (LOS) F
- Commercial designated lands are predominantly vacant or undeveloped

### Sponsor Group Direction

#### *Commercial*

- The commercial areas should be focused on visitor recreation to enhance the development of the proposed San Luis Rey River Regional Park
- Commercial land should not be increased due to the possibility of aggravating existing traffic congestion along Highway 76

#### *Industrial*

- No areas within the community plan area shall be planned for industrial development

### Additional Staff Analysis/ Recommendations

Staff supports the Sponsor Group's direction on industrial lands, recognizing that existing industries of agriculture and horse training provide economic vitality and employment in the community. Additionally, staff supports the Sponsor Group's desire to enhance the development of the proposed regional park but cannot recognize parklands until property has been dedicated or purchased for such use.

**Planning Commission  
Recommendations**

The Commission recommended a different designation from staff on two of the five items presented. A (C-3) Neighborhood Commercial designation was recommended for items number 3 and 4. Staff has agreed with the change and has applied it to the map.

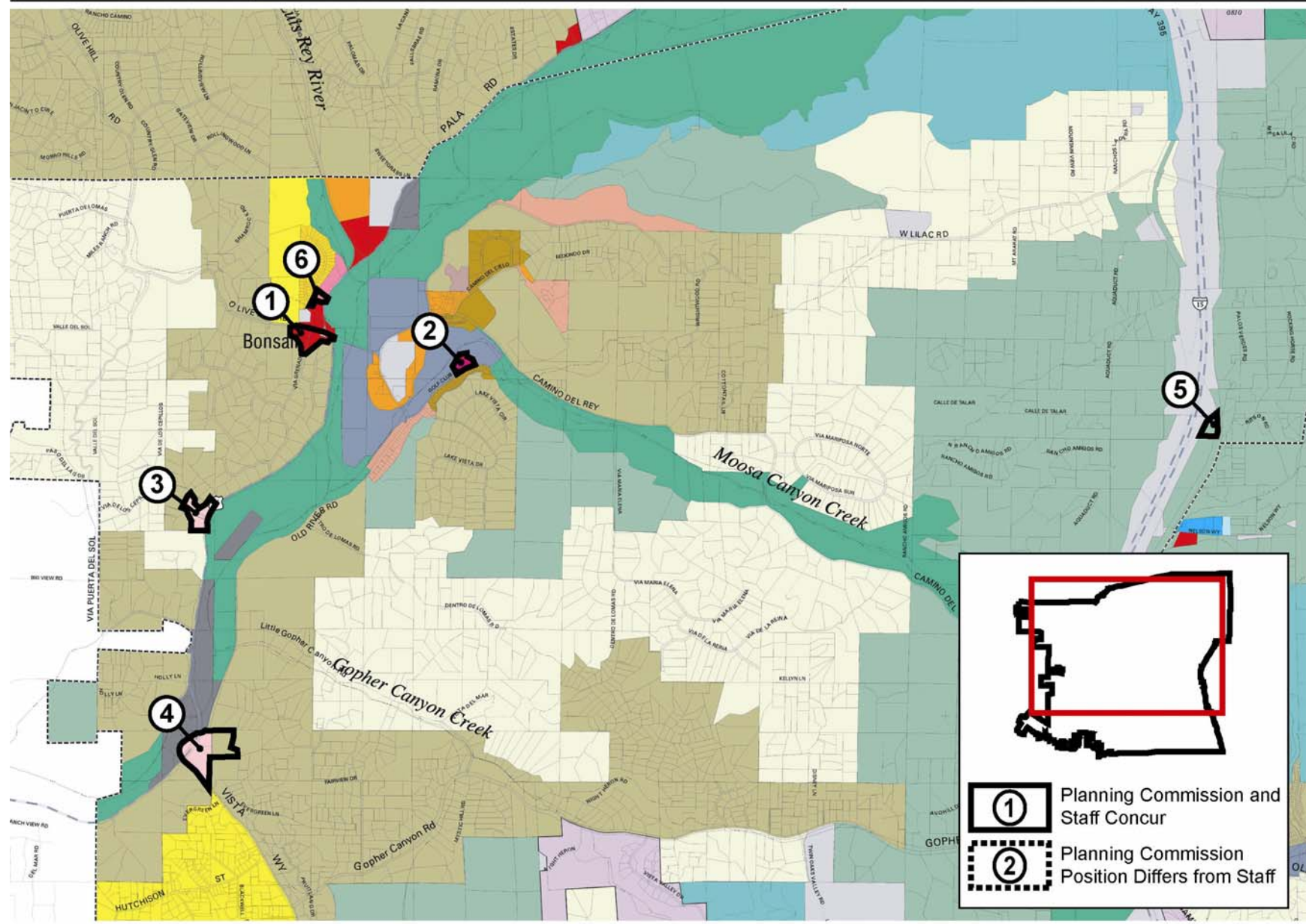
**ERA Needs Analysis**  
*(all numbers in gross acres)*

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	41	91	50	91	50
Industrial	23	0	(23)	0	(23)
Office	9	9	--	10	1

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*

**Bonsall (Portion of)**



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p><b><u>Staff</u></b> (C-1) General Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-2) Office Professional	No recommendation submitted	<p><i>Total Area:</i> 6.48 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Compatible with surrounding land uses – adjacent to existing commercial uses consistent with the General Commercial designation (e.g. gas station, restaurants, etc.)</li> <li>• Compatible with community character – reinforces and compliments the village core area, and encourages the development of a compact commercial center</li> <li>• Within vicinity of vacant parcels currently designated Office Professional</li> <li>• Recognizes an approved Tentative Map and existing private development plan, which designated these parcels as commercial</li> <li>• Located within the village center</li> </ul>
2	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	No recommendation	No recommendation submitted	<p><i>Total Area:</i> 4.58 acres</p> <p><i>Current Use:</i> Golf course clubhouse</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>• Elimination of (26) Visitor Serving Commercial designation necessitated a change</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3	<p><b>Staff</b> Concur with Planning Commission</p> <p><b>Planning Commission</b> (C-3) Neighborhood Commercial</p>	(C-4) Rural Commercial with H designator	No recommendation submitted	<p><i>Total Area:</i> Approx. 9 acres</p> <p><i>Current Use:</i> Commercial businesses including a car lot, produce stand, pottery retail, antique store, and drive-thru coffee stand</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses – existing small-scale commercial uses in an area characterized by low-density residential development</li> <li>Compatible in use, scale and design with the semi-rural character of the area</li> <li>Recognizes existing uses that are smaller in scale</li> <li>Located along Highway 76, with limited access and parking</li> </ul>
4	<p><b>Staff</b> Concur with Planning Commission</p> <p><b>Planning Commission</b> (C-3) Neighborhood Commercial on commercial portion</p>	<p>(PK) Parks &amp; Recreation</p> <p>(SR-2) Semi-Rural Residential</p>	(C-1) General Commercial <b>(de Jong)</b>	<p><i>Total Area:</i> 24.62 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential (19) Intensive Agriculture</p>	<ul style="list-style-type: none"> <li>Smaller parcel, proposed for commercial, is adjacent to existing commercial designated land and major roadways</li> <li>Located within a semi-rural area, which is more appropriate for small-scale commercial uses</li> <li>Remainder parcel has an environmental constraint (wetland) and lacks access</li> <li>Further expansion of commercial property is inconsistent with community's desires</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
5	<p><b><u>Staff</u></b> (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-10) Semi-Rural Residential	(C-1) General Commercial <b>(Kirchnavy)</b>	<p><i>Total Area:</i> 3.17 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Incompatible with surrounding land uses and community character, which is characterized by low-density residential development and agriculture</li> <li>• Inconsistent with regional policy of maintaining greenbelts between communities</li> <li>• Further expansion of commercial property is inconsistent with community's desires</li> <li>• Located outside the village core area and inconsistent with community policy of discouraging spot development outside the Country Town boundary</li> <li>• Would encourage adjacent property to also develop commercially, creating a strip commercial pattern</li> </ul>
6	<p><b><u>Staff</u></b> (C-2) Office Professional</p> <p>(C-1) General Commercial</p> <p><b><u>Planning Commission</u></b> Not presented to Planning Commission</p>	No recommendation	No recommendation submitted	<p><i>Total Area:</i> 1.36 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (4) Residential</p>	<ul style="list-style-type: none"> <li>• Property is surrounded by commercial designated lands along Highway 76</li> <li>• Located within the village core area</li> </ul> <p><i>Note: Change has been reflected on GP2020 Working Copy maps since early 2003</i></p>

## Fallbrook

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### Overview

Fallbrook is characterized by low-density, semi-rural residential and agricultural uses surrounding a well-defined village area (the Fallbrook Village). Existing commercial and industrial uses are concentrated within the Fallbrook Village – an area that has been the subject of successful revitalization efforts. The community wants to retain and continue to enhance its established commercial center, and therefore does not support property owner requests for new commercial development outside the Village area. There is a sufficient amount of commercially designated land to meet projected demand and staff supports the Planning Group position.

In terms of industrial uses, the existing industrial district is not large enough to allow for business growth and new business development. Although the Campus Park site, at the northeast corner of Interstate 15 and Highway 76, will accommodate some of the projected demand for industrial and office space, the Planning Group and staff recommend some expansion of the industrial district in the Village area.

### Key Issues

#### *Fallbrook Village Revitalization*

- Considerable efforts have gone into the revitalization and continued success of the Fallbrook village area. The village area should continue to be the focus of commercial activities.
- New commercial designations should support and not compromise the goal of a successful commercial district in the village area.

#### *Industrial and Employment Uses*

- Currently, Fallbrook has a shortage of light industrial land to support business growth.
- The Campus Park site can help meet the need for new employment land, however additional lands may be needed if land designated for light industrial is used for other uses.

#### *Fallbrook-Campus Park Special Study Area*

- Staff is working on a plan alternative for the site of the former Hewlett-Packard Campus Park Specific Plan Area with land owners, and the Planning Group.

**Planning Group Direction**

- No new commercial that would compete with Village retailers
- Expand existing industrial area to the east, provided there is property owner support

**Additional Staff Analysis/  
Recommendations**

- Staff supports Planning Group direction and the goals of the Fallbrook Economic Revitalization Plan.
- Staff recommends the Village Core Mixed Use designation, which allows specific zones in the Revitalization Plan. No new commercial lands have been added beyond the village area.
- Industrial has been expanded to the east of the existing district. The planning of Campus Park will be monitored to ensure enough light industrial or office lands are provided for Fallbrook.

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations but has directed staff to continue to refine item numbers 12 and 13 with the property owners and Planning Group.

**ERA Needs Analysis**  
(all numbers in gross acres)

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	117	261	144	303	186
Industrial	117	191	74	534*	417*
Office	40	43	3	34	(6)

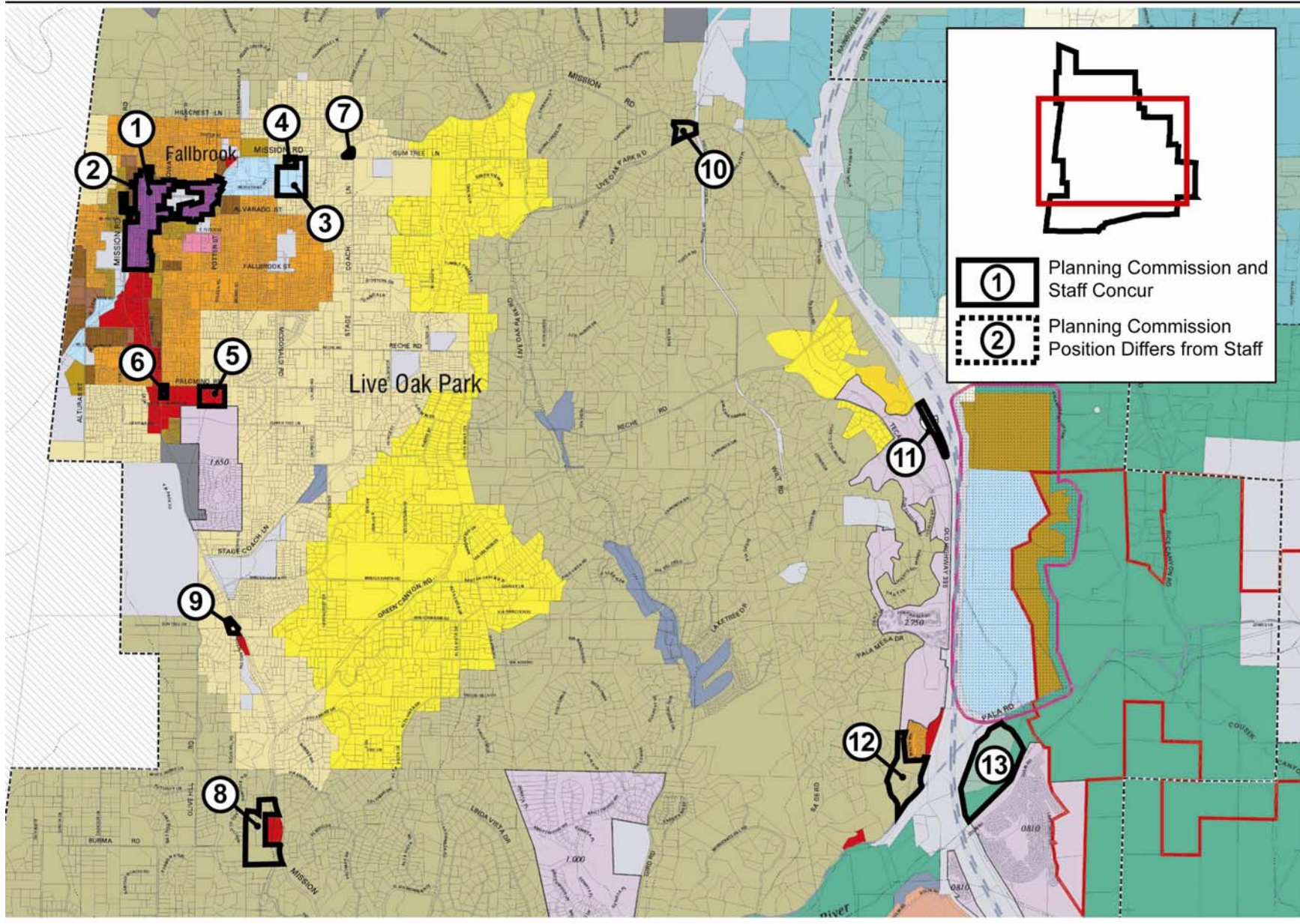
\* Includes Fallbrook-Campus Park Special Study Area (subject to change).

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego



## Fallbrook (Portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<b><u>Staff</u></b> (C-5) Village Core Mixed Use  <b><u>Planning Commission</u></b> Concur with staff	(C-5) Village Core Mixed Use	Multiple Ownerships – No recommendation submitted	<i>Total Area:</i> Approx. 300 acres  <i>Current Use:</i> Mixed; primarily commercial  <i>Existing GP:</i> (28) Fallbrook Village	<ul style="list-style-type: none"> <li>The proposed change is intended to implement the Fallbrook Economic Revitalization Plan.</li> <li>The area currently has specialized zoning and a comprehensive plan for mixed-use development.</li> <li>This revision does not affect the allowed uses in the area.</li> </ul>
2	<b><u>Staff</u></b> (C-5) Village Core Mixed Use  <b><u>Planning Commission</u></b> Concur with staff	(C-5) Village Core Mixed Use	Fallbrook Village Zone 3 <b>(Friends of Fallbrook Library)</b>	<i>Total Area:</i> Less than 0.5 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (9) Residential	<ul style="list-style-type: none"> <li>Compatible with surrounding land uses and community character – adjacent to current Fallbrook Village area and current Fallbrook library</li> <li>Would bring new library site into the Fallbrook Revitalization Area – allowing the development of new library without a Major Use Permit</li> </ul>
3	<b><u>Staff</u></b> (I-1) Limited Impact Industrial  <b><u>Planning Commission</u></b> Concur with staff	(I-1) Limited Impact Industrial	Industrial <b>(Kesorovich)</b>  (VR-7.3; 10.9; or 14.5) Village Residential <b>(Willhite)</b>	<i>Total Area:</i> 20.42 acres  <i>Current Use:</i> Residential/Undeveloped  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Same ownership, different requests</li> <li>Consistency with projected need – Fallbrook has an identified need for additional industrial acreage</li> <li>Compatibility with surrounding uses – adjacent to current industrial district</li> <li>Located along Mission Road</li> <li>Supported by Infrastructure</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<b><u>Staff</u></b> (VR-2) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	(VR-2) Village Residential	Commercial--no specific designation requested <b>(Ramirez)</b>	<i>Total Area:</i> 2.06 acres  <i>Current Use:</i> Commercial (fruit stand)  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Commercial use is incompatible with surrounding uses and plans for the area</li> <li>Would be a 'spot' commercial designation</li> </ul>
5	<b><u>Staff</u></b> (C-1) General Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-1) General Commercial	Commercial--no specific designation requested <b>(Grand Tradition)</b>	<i>Total Area:</i> 8.33 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Compatibility with surrounding uses and community character – redesignation would allow for expansion of existing commercial use that is valued in the community</li> <li>Located in a Village area but outside the Fallbrook Village revitalization area</li> </ul>
6	<b><u>Staff</u></b> (VR-2) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	(VR-2) Village Residential	Request for Commercial --no specific designation requested <b>(Grand Tradition)</b>  Multiple Ownerships – No recommendation	<i>Total Area:</i> 5 parcels, all less than 0.5 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Parcels not currently in Grand Tradition ownership (adjacent to Grand Tradition property)</li> <li>Located on a major road (Mission Road) but access is not direct</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
7	<b><u>Staff</u></b> (VR-2) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	(VR-2) Village Residential	(C-3) Neighborhood Commercial <b>(Chedister)</b>	<i>Total Area:</i> 1 acre  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Property surrounded on all sides by major roads however access is very difficult due to</li> <li>Property owner recently granted a rezone and staff recommendation would be consistent with the rezone (RC – Residential Commercial)</li> </ul>
8	<b><u>Staff</u></b> (SR-2) Semi-Rural residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-2) Semi-Rural residential	(C-4) Rural Commercial <b>(Krum)</b>	<i>Total Area:</i> 17 acres  <i>Current Use:</i> Agricultural, Residential  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>Located outside the Village center area</li> <li>Existing residential and agricultural area</li> <li>Potential for incompatibilities with surrounding land uses and community character</li> <li>Environmental constraints (slope, creek)</li> <li>Requested use (winery, bed &amp; breakfast, event area) can be accommodated through Major Use Permit process</li> </ul>
9	<b><u>Staff</u></b> (SR-2) Semi-Rural residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-2) Semi-Rural residential	(C-1) General Commercial <b>(Brown)</b>	<i>Total Area:</i> 2 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>Located outside the Village center area</li> <li>Existing residential area</li> <li>Discourages strip commercial development – would encourage future expansion of isolated commercial parcels along South Mission Road</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
10	<b><u>Staff</u></b> (SR-2) Semi-Rural residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-2) Semi-Rural residential	(C-4) Rural Commercial <b>(Simon)</b>	<i>Total Area:</i> 9.2 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Existing residential and agricultural area</li> <li>• Would be a 'spot' commercial designation</li> </ul>
11	<b><u>Staff</u></b> (SR-10) Semi-Rural residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-10) Semi-Rural residential	Commercial or higher-density residential <b>(Stirnkorb)</b>	<i>Total Area:</i> 8.75 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize an existing use</li> <li>• Located on a major road – between I-15 and Highway 395 but has difficult access</li> <li>• Property has significant environmental constraints (slope)</li> </ul>
12	<b><u>Staff</u></b> (SR-2) Semi-Rural residential  <b><u>Planning Commission</u></b> Continue to work with property owner	(SR-2) Semi-Rural residential	Commercial or Mixed-Use <b>(CW Clark)</b>	<i>Total Area:</i> 34 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> Specific Plan Area	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize existing use</li> <li>• Located near the I-15 and Highway 76 although across the street from existing service station – a use that the planning group does not want to see expanded</li> <li>• Property has significant environmental constraints (slope) and is within the I-15 scenic corridor</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
13	<p><b><u>Staff</u></b> (SR-10) Semi-Rural Residential</p> <p>(RL-40) Rural Lands</p> <p><b><u>Planning Commission</u></b> Continue to work with property owner</p>	<p>(SR-10) Semi-Rural Residential</p> <p>(RL-40) Rural Lands</p>	<p>(C-1) General Commercial and (VR- ) Village Residential</p> <p><b>(Pankey)</b></p>	<p><i>Total Area:</i> 62.47</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> Specific Plan Area</p>	<ul style="list-style-type: none"> <li>• Located outside the Village center area</li> <li>• Does not recognize existing agricultural use</li> <li>• Parcel large enough to support commercial that could threaten viability of existing uses in the Fallbrook Village commercial area</li> <li>• Property has significant environmental constraints (slope and San Luis Rey river floodplain)</li> </ul>

## North County Metro Balance

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<b>Overview</b>	This subregion includes the Twin Oaks Valley and Hidden Meadows community planning areas, as well as a number of smaller unrepresented areas. In the unrepresented areas, commercial and industrial designations were generally applied to reflect an existing use.
<b>Key Issues</b>	The incorporated cities of Escondido, San Diego, San Marcos, Vista and Oceanside serve many of the commercial, industrial and office professional needs of this diverse subregion.
<b>Planning Group Direction</b>	There is no Planning or Sponsor Group representation for this area.
<b>Additional Staff Analysis/ Recommendations</b>	<p>Commercial and industrial designations were primarily applied to reflect existing uses. This included replacing (14) Service Commercial land with a (C-1) General Commercial designation along the western portion of South Santa Fe Drive.</p> <p>Staff recommends maintaining a residential general plan designation at the intersection of Highway 78 and Bear Valley Parkway based on new information provided to staff from local area residents.</p>
<b>Planning Commission Recommendations</b>	At the time of publication, the Planning Commission concurred with staff's recommendations on all items except 3a, 3b, and 3c. The Planning Commission is scheduled to reconsider items 3a, 3b, and 3c on April 29, 2005.

**ERA Needs Analysis**  
*(all numbers in gross acres)*

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	122	31	(91)	66	(56)
Industrial <sup>1</sup>	96	137	41	52	(44)
Office <sup>1</sup>	30	9	(21)	90	60

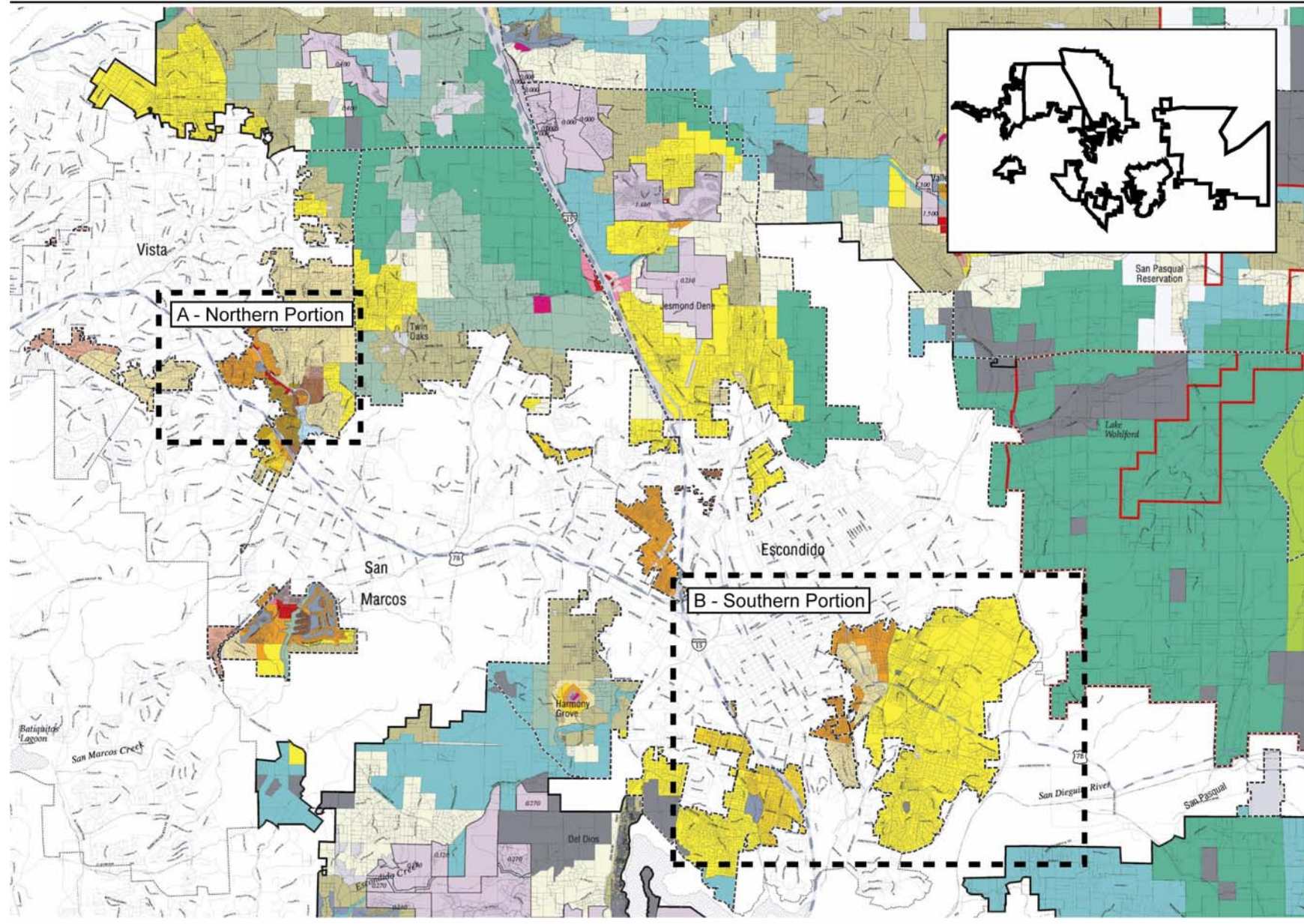
<sup>1</sup> Industrial and Office numbers are for the entire North County Metro subregion.

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

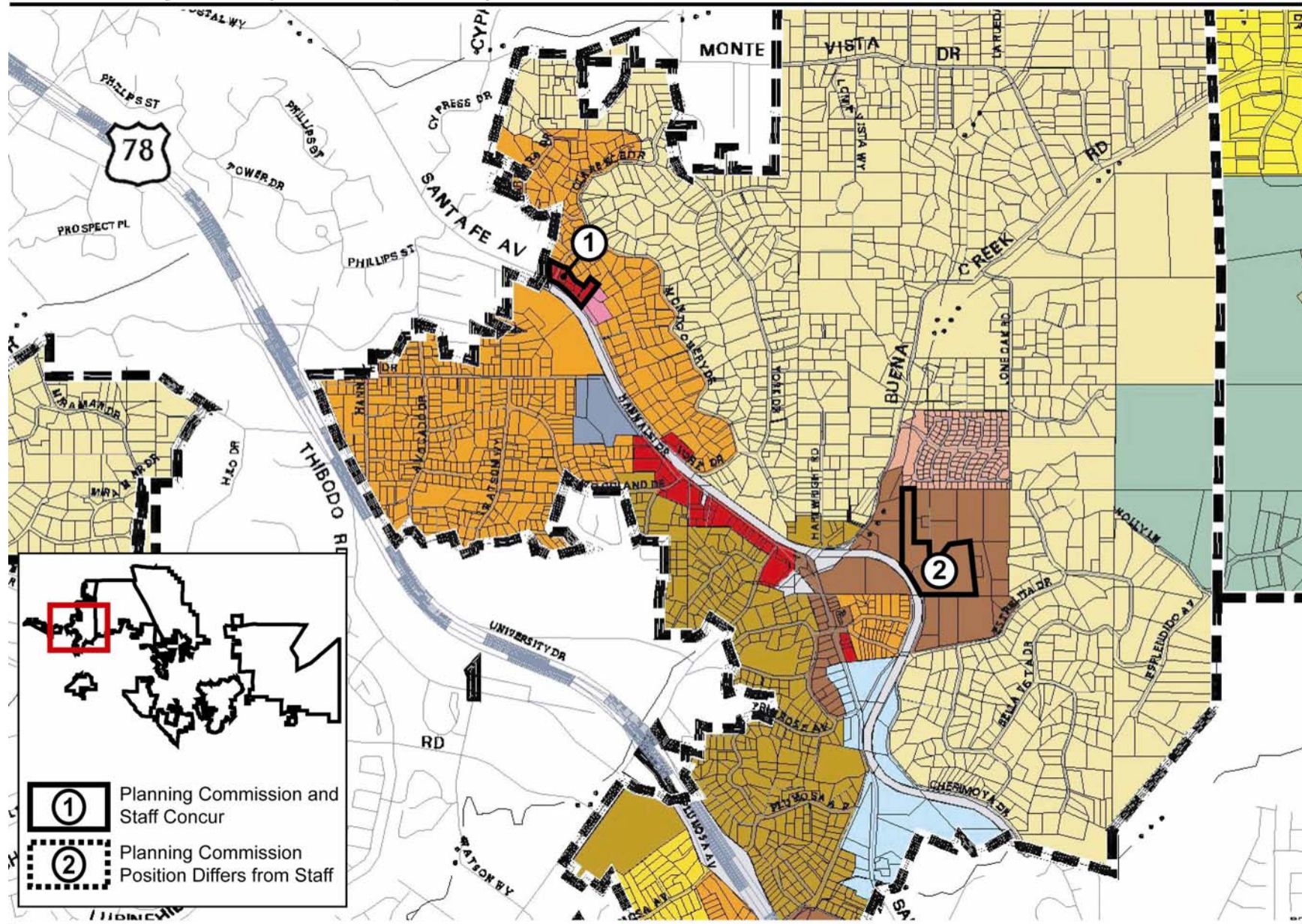


# North County Metro Balance





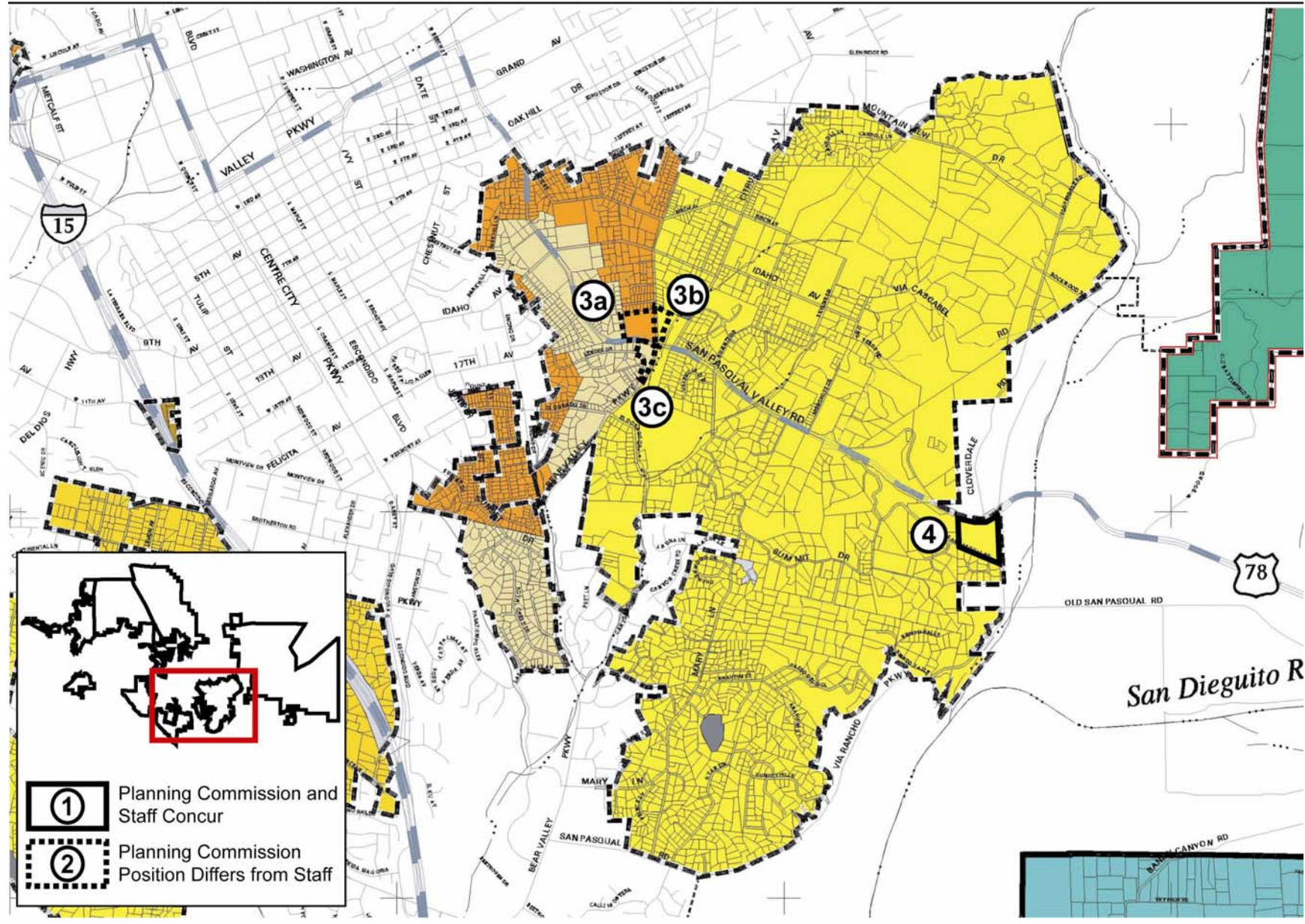
## North County Metro Balance (Northern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<b><u>Staff</u></b> (C-1) General Commercial  <b><u>Planning Commission</u></b> Concur with staff	No recommendation submitted	(C-1) General Commercial <b>(Berge)</b>	<i>Total Area:</i> 3 acres  <i>Current Use:</i> Commercial and Office  <i>Existing GP:</i> (14) Service Commercial (11) Office Professional	<ul style="list-style-type: none"> <li>• Service Commercial is being eliminated as a general plan designation, requiring a new designation be applied</li> <li>• Existing uses are more commercial in nature</li> <li>• South Santa Fe has many similar commercial uses</li> <li>• Highly urbanized area</li> </ul>
2	<b><u>Staff</u></b> (VR-24) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	No recommendation submitted	(I-1) Limited Impact Industrial <b>(Olson)</b>	<i>Total Area:</i> 13 acres  <i>Current Use:</i> Light manufacturing  <i>Existing GP:</i> (2) Residential	<ul style="list-style-type: none"> <li>• Planned infrastructure improvements including light rail station and road improvements along South Santa Fe supports higher residential density development</li> <li>• Placing a multi-family density within a planned transit node is consistent with the GP2020 community development model</li> <li>• Smart growth planning principles suggest multi-family densities are needed to support this planned transit node</li> </ul>



# North County Metro Balance (Southern Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3a	<p><b>Staff</b> (VR-7.3) Residential 7.3 du/acre</p> <p><b>Planning Commission*</b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	(C-1) General Commercial or (C-3) Neighborhood Commercial (Whalen)	<p><i>Total Area:</i> 12.5 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to P/C hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000.</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location.</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study</li> </ul> </li> <li>Note: The property owner who made this request has subsequently sold the property. The current owner has made no request.</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3b	<p><b><u>Staff</u></b> (SR-1) Semi-Rural Residential</p> <p><b><u>Planning Commission*</u></b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	(C-1) General Commercial or (C-3) Neighborhood Commercial ( <b>Santrach</b> )	<p><i>Total Area:</i> 12 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (2) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to the Planning Commission hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location.</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study.</li> </ul> </li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3c	<p><b><u>Staff</u></b> (VR-2) Village Residential</p> <p><b><u>Planning Commission*</u></b> (C-1) General Commercial *Will reconsider recommendation on 4/29/05</p>	No recommendation submitted	No recommendation submitted	<p><i>Total Area:</i> 4 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (3) Residential</p>	<ul style="list-style-type: none"> <li>Staff recommended a General Commercial designation to the Planning Commission. Staff is modifying this recommendation because of new and compelling information submitted subsequent to the Planning Commission hearings</li> <li>Staff recommends maintaining a residential general plan designation because:               <ul style="list-style-type: none"> <li>(a) Caltrans recommended no access be allowed from SR-78 on previous commercial proposal withdrawn in July 2000</li> <li>(b) Historically, there has been strong neighborhood opposition to commercial development at this location</li> <li>(c) Local residents feel their retail needs are served by the City of Escondido. Retail lands within Escondido were not accounted for in the ERA study</li> </ul> </li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<p><b><u>Staff</u></b> (SR-1) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	No recommendation submitted	(C-4) Rural Commercial <b>(Clark)</b>	<p><i>Total Area:</i> 20 acres</p> <p><i>Current Use:</i> Commercial produce store</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Staff is exploring zoning options to ensure the existing use remains in conformance with the zone thereby allowing for improvements and/or expansion of the use</li> <li>• Semi-Rural designation reflects existing patterns of development within County jurisdiction</li> <li>• Adjacent to San Pasqual Agricultural Preserve</li> <li>• No sewer service available</li> <li>• Maintain the semi-rural/rural corridor and community character leading through the unincorporated County past the San Diego Wild Animal Park to Ramona</li> </ul>



## Hidden Meadows

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### Overview

Hidden Meadows is a semi-rural residential community located east of Interstate 15 and north of the City of Escondido. Balancing the community's desire for goods and services with maintaining the rural view shed along the Interstate 15 corridor and the entrance to their community was the focus of commercial and industrial planning efforts. Staff and the Hidden Meadows sponsor group recommend a mix of office professional, neighborhood commercial, and general commercial at the Mountain Meadow Road/Interstate 15 interchange. Recommendations also include designating the Interstate 15/Mountain Meadow Road interchange as the Hidden Meadows Gateway, which would include more stringent, community-specific design guidelines.

### Key Issues

Balance the community's desire for some additional goods and services, with maintaining the rural / semi-rural atmosphere of the community.

### Sponsor Group Direction

- Create specialized zoning for the Interstate 15/Mountain Meadow Road interchange and stringent design criteria to be included in the Hidden Meadows community plan
- Designate two properties (approximately 4 acres) as (C-1) General Commercial because these parcels are immediately adjacent to Interstate 15, the properties have (13) General Commercial under the existing General Plan, and this designation is consistent with the property owners' request
- Designate approximately 31 acres as Neighborhood Commercial along the Interstate 15/Mountain Meadow Road intersection to meet retail needs of local area residents and to reflect commercial interests of individual property owners
- Designate 55 acres of office professional on large parcels that are appropriate for office professional services and which serve to buffer commercial uses from residential lands

**Additional Staff Analysis/  
Recommendations**

Staff supports the Sponsor Group direction with the exception of two properties located within sub-area 3b, totaling 25 acres. Staff recommends maintaining a residential, (as opposed to an Office Professional), general plan designation on these two properties because of the Office Professional surplus identified in the ERA report which was noted by the Planning Commission on March 4, 2005. Staff recommends designating only 30 acres of land as office professional land this plan cycle.

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations.

**ERA Needs Analysis**  
(all numbers in gross acres)

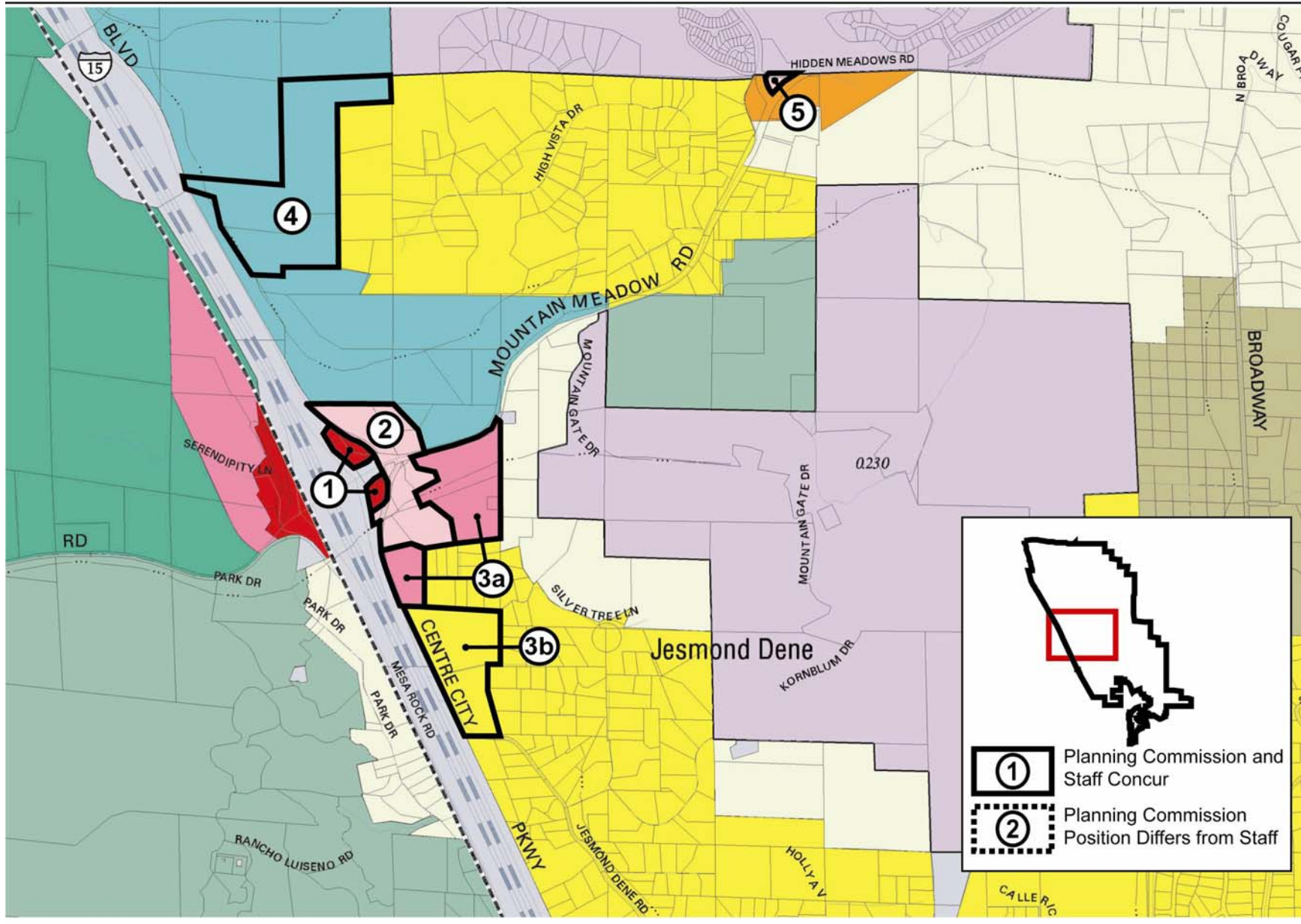
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	25	105	80	81	56
Industrial <sup>1</sup>	96	137	41	52	(44)
Office <sup>1</sup>	30	9	(21)	90	60

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro subregion.

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego

## Hidden Meadows (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<b><u>Staff</u></b> (C-1) General Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-1) General Commercial	(C-1) General Commercial <b>(Grimm)</b>	<i>Total Area:</i> Approx. 4 acres  <i>Current Use:</i> Undeveloped and outdoor retail sales  <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> <li>• Located at the intersection of Mountain Meadow Road and Interstate 15</li> <li>• Recognize existing uses</li> <li>• Existing parcels are compact in configuration and discourage strip development</li> <li>• Staff supports the Sponsor Group recommendation</li> </ul>
2	<b><u>Staff</u></b> (C-3) Neighborhood Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-3) Neighborhood Commercial	(C-1) General Commercial <b>(Grimm; Crowley; Maune)</b>  (C-4) Rural Commercial <b>(Baber)</b>	<i>Total Area:</i> Approx. 30 acres  <i>Current Use:</i> Single family residential and undeveloped  <i>Existing GP:</i> (26) Visitor Serving Commercial (1) Residential (18) Multiple Rural Use	<ul style="list-style-type: none"> <li>• Extent and scale of proposed neighborhood commercial is consistent with the projected need and the character of the community</li> <li>• Located along Mountain Meadow Road with direct access to Interstate 15</li> <li>• Helps balance the 22-acre retail commercial deficit identified for Hidden Meadows in the ERA report</li> <li>• Helps address 176 acres of planned office professional surplus (July 2004 Map) in North County Metro as identified in the ERA report</li> <li>• Staff supports the Sponsor Group recommendation</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3a	<p><b>Staff</b> (C-2) Office Professional</p> <p><b>Planning Commission</b> Concur with staff</p>	(C-2) Office Professional	(C-1) General Commercial <b>(Crowley)</b>	<p><i>Total Area:</i> Approx. 28 acres</p> <p><i>Current Use:</i> Undeveloped and Various</p> <p><i>Existing GP:</i> (1) Residential (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>• Staff supports the Sponsor Group recommendation</li> <li>• Serves as a transition between proposed neighborhood commercial and semi-rural residential</li> </ul>
3b	<p><b>Staff</b> (SR-1) Residential</p> <p><b>Planning Commission</b> Concur with staff</p>	(C-2) Office Professional <i>(Vote taken by CSG prior to the Planning Commissions directive on March 4, 2005 to re-examine Office Professional surplus).</i>	(C-1) General Commercial <b>(Crowley)</b>	<p><i>Total Area:</i> Approx. 27 acres</p> <p><i>Current Use:</i> Driving range and nursery.</p> <p><i>Existing GP:</i> (1) Residential</p>	<ul style="list-style-type: none"> <li>• Staff and the Hidden Meadows sponsor group originally recommended this area to be Office Professional. Staff modified this recommendation based on the Planning Commissions directive to re-examine the surplus of Office Professional lands in the Hidden Meadows community. Staff recommends maintaining the existing General Plan designation of 1du/acre in this area because: <ul style="list-style-type: none"> <li>(1) It helps address the Office Professional surplus identified in the ERA study.</li> <li>(2) It is more consistent with staffs' recommendations in other communities located along the Interstate-15 Corridor</li> <li>(3) It will allow the two existing uses to continue</li> </ul> </li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<b><u>Staff</u></b> (RL-20) Rural Lands  <b><u>Planning Commission</u></b> Concur with staff	(RL-20) Rural Lands	(C-2) Office Professional or (C-1) General Commercial <b>(Choe)</b>	<i>Total Area:</i> Approx. 58 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (1) Residential (18) Multiple Rural Use	<ul style="list-style-type: none"> <li>• Staff supports the Sponsor Group recommendation</li> <li>• Very rugged terrain, majority of the parcel has over 25% slope</li> <li>• Appears to lack access to a flat/buildable area</li> <li>• Rural lands designation is consistent with surrounding areas and community character</li> <li>• Contains natural upland habitats within proposed MSCP Pre-Approved Mitigation Area</li> </ul>
5	<b><u>Staff</u></b> (C-3) Neighborhood Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-3) Neighborhood Commercial	(C-3) Neighborhood Commercial <b>(Steinbeck)</b>	<i>Total Area:</i> 0.91 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (6) Residential	<ul style="list-style-type: none"> <li>• Compatible with commercial uses directly north to the property</li> <li>• Compatible with community character</li> <li>• Staff supports Sponsor Group recommendation</li> </ul>

## Twin Oaks

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**Overview**

The Twin Oaks Valley is a predominately rural and semi-rural community within the North County Metro subregion. Much of the land consists of small agricultural operations such as avocado fields, nurseries and tree farming. The incorporated cities of Vista, San Marcos and Escondido serve most of the commercial and industrial needs of local area residents

**Key Issues**

Preserve the rural character of the Twin Oaks community.

**Sponsor Group Direction**

- Replace (26) Visitor Serving Commercial with (C-4) Rural Commercial to recognize an existing use.
- Replace 27 acres of (15) Limited Impact Industrial with (C-2) Office Professional at the Interstate 15/Deer Springs Road interchange. Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002.
- Extend (C-2) Office Professional to include an additional 23 acres north along Interstate 15. Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002.

**Additional Staff Analysis/  
Recommendations**

Staff supports Sponsor Group direction.

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations.

**ERA Needs Analysis**  
*(all numbers in gross acres)*

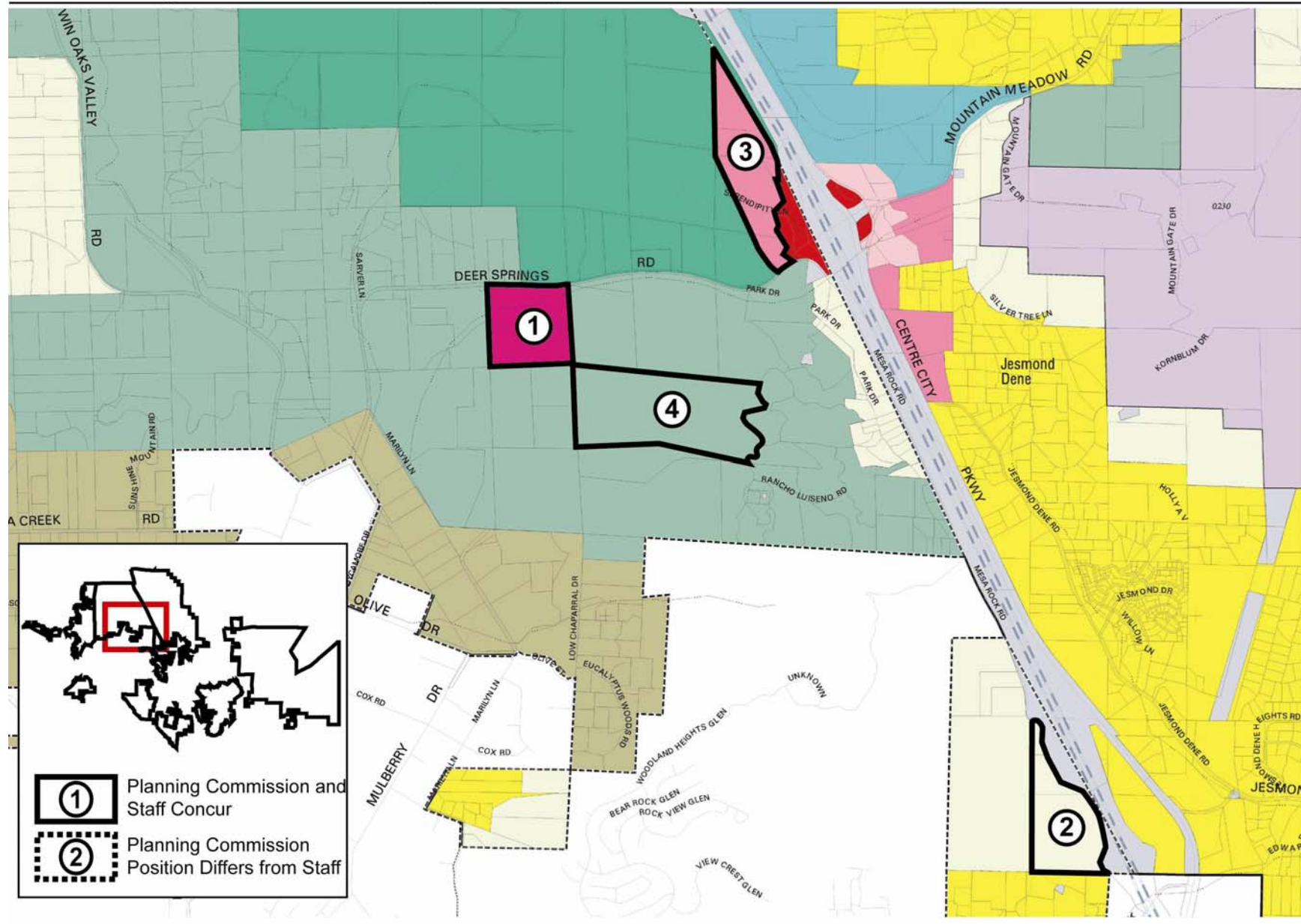
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	8	59	51	58	50
Industrial <sup>1</sup>	96	137	41	52	(44)
Office <sup>1</sup>	30	9	(21)	90	60

<sup>1</sup> Industrial and Office numbers are for the entire North County Metro subregion.  
 Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego



## Twin Oaks (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(Wolfsheimer)</b>	<p><i>Total Area:</i> 43.68 acres</p> <p><i>Current Use:</i> Resort (Golden Door)</p> <p><i>Existing GP:</i> (26) Visitor Serving Commercial</p>	<ul style="list-style-type: none"> <li>• Compatible with surrounding land uses</li> <li>• Compatible with community character</li> <li>• Recognizes an existing use</li> <li>• Rural Commercial helps retain low intensity use which is compatible with surrounding rural lands</li> </ul>
2	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-4) Semi-Rural Residential	(I-3) High Impact Industrial <b>(Jokerst)</b>	<p><i>Total Area:</i> 45.23 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (1) Residential (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• No access to a main street or arterial road. Mesa Rock Road is a two-lane road without direct access to Interstate 15</li> <li>• Significant environmental constraints including Tier 1 habitat and steep slopes of predominately 25% to 50%.</li> <li>• Not compatible with community character or with surrounding land uses (residential to the south, and rural viewshed to the north)</li> </ul>
3	<p><b><u>Staff</u></b> (C-2) Office Professional</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-2) Office Professional	Merriam Mountains GPA, Rezone, TM, and Specific Plan <b>(Perring)</b>	<p><i>Total Area:</i> 50 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (1) Residential (15) Limited Impact Industrial (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• An Office Professional designation is more compatible with the community character than the Limited Impact Industrial designation currently noted on the existing General Plan</li> <li>• Extend Office Professional to include an additional 23 acres to the north</li> <li>• Staff previously worked with the community regarding this change which has been reflected on GP2020 Working Copy maps since 2002</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<p><b><u>Staff</u></b> (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Not presented to Planning Commission</p>	(SR-10) Semi-Rural Residential	(SR-10) Semi-Rural Residential <b>(Wolfsheimer)</b>	<p><i>Total Area:</i> 115 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>Semi-rural designation reflects existing development patterns and is consistent with community character</li> <li>Staff will work with the Twin Oaks Valley Sponsor Group and the landowner to develop a community specific commercial resort zoning classification that would enable the Golden Door to relocate its operations on approximately 40 acres of this property.</li> <li>This item was not presented to the Planning Commission because all parties are in agreement to address the issue at the zoning level</li> </ul>

## Pala-Pauma

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### Overview

Commercial land uses in Pala-Pauma are located exclusively along State Route 76. The main commercial area is located in Pauma Valley, north of the Country Club area. Existing commercial uses include a restaurant, food market, and other small businesses. There are also two smaller commercial areas located southeast of Pauma Valley. The larger of the two areas is known as Rincon Springs located at the intersection of State Route 76 and S6. Commercial uses consist of a small restaurant, convenience store, and a fruit stand. In addition, there are three tribal gaming facilities located within Pala-Pauma that provide commercial services and employment opportunities.

Generally, the community needs are met by outside commercial developments, located in the nearby communities of Valley Center and Fallbrook. Regional commercial needs are met either to the south in Escondido or to the north in the City of Temecula, in Riverside County.

### Key Issues

- Traffic associated with the Tribal Gaming facilities may generate a desire for new visitor-serving commercial services that would be in conflict with community desires to maintain rural agricultural character

### Sponsor Group Direction

- Change existing General Commercial designated areas located on State Route 76, to Rural Commercial to reflect the existing, small-scale retail and support services. Commercial designated lands should be restricted to the three existing commercial areas
- The Sponsor Group and the community supports the Rural Commercial Land Use Designation because it reflects the rural, agricultural character of the community while meeting the commercial and civic needs of both the local residents and traveling motorists
- The Sponsor Group endorsed a plan that would limit vehicular access to State Route 76 and require a separation between local and highway traffic in the vicinity of the existing, main commercial area in Pauma Valley. This could potentially affect some existing commercial businesses by requiring their current access and parking lots to be relocated

**Additional Staff Analysis/  
Recommendations**

Staff supports the Sponsor Group's direction on commercial lands. Although there are no lands proposed for industrial designations, Pala-Pauma has numerous agricultural related businesses and large wholesale nurseries. Staff will continue to work with the Sponsor Group to develop community plan text policies that support agricultural and agricultural related businesses.

Staff will assist the Sponsor Group in developing a community road network plan that will meet the community's objectives of improving public safety on Highway 76 and enhancing the viability of commercial businesses. These issues will be addressed as part of the upcoming road network planning phase.

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations.

**ERA Needs Analysis**  
(all numbers in gross acres)

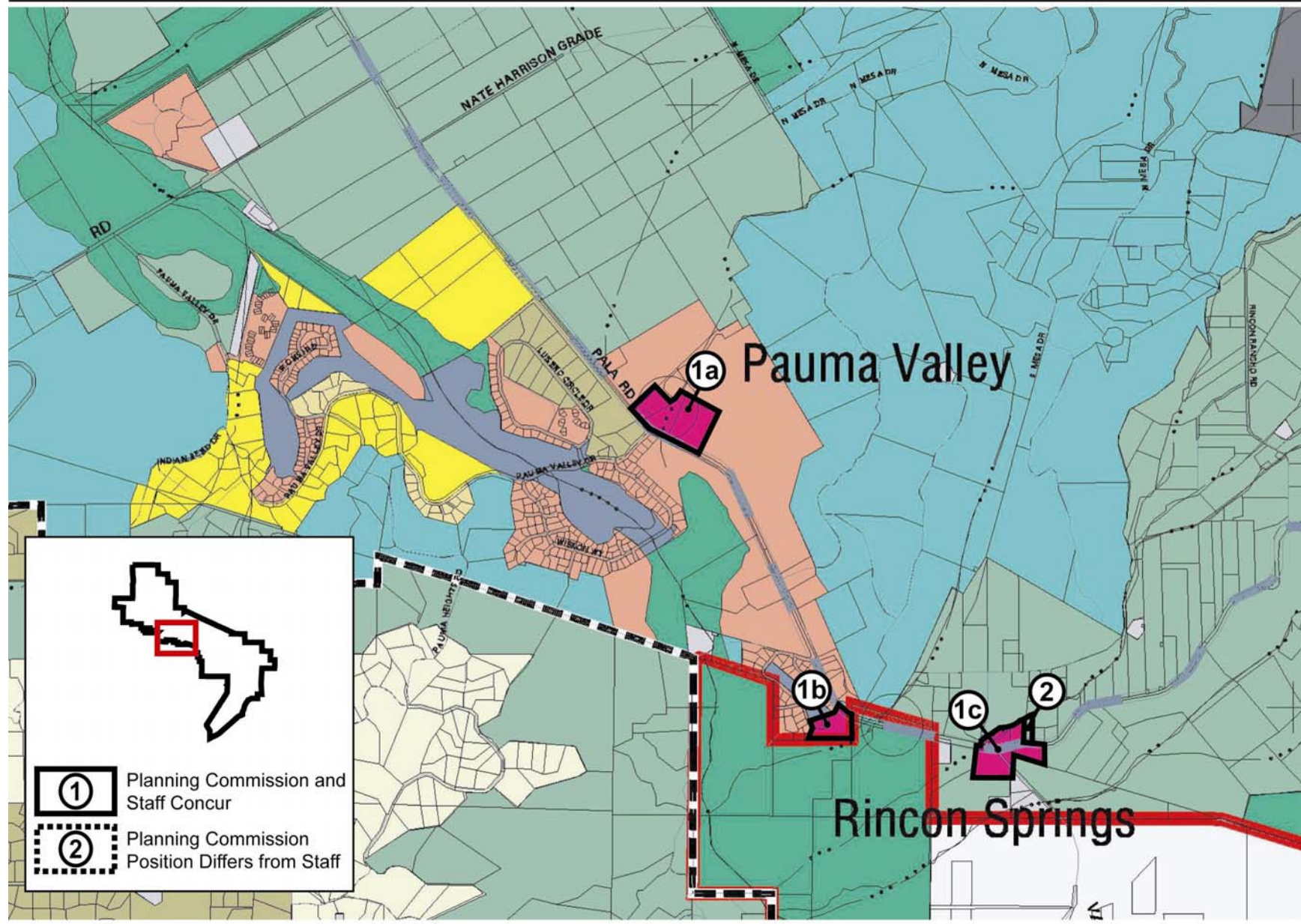
	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	19	41	22	41	22
Industrial	15	0	(15)	0	(15)
Office	3	0	(3)	0	(3)

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*



## Pala-Pauma (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1 a-c	<b><u>Staff</u></b> (C-4) Rural Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-4) Rural Commercial	No recommendation submitted	<i>Total Area:</i> 38.5 Acres  <i>Current Use:</i> Various commercial  <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> <li>• Located in 3 separate areas along State Route 76</li> <li>• Recognizes existing uses (small restaurant, post office, motel, convenience store), which are rural in character</li> <li>• Compatible with community character</li> <li>• Staff supports Sponsor Group recommendation</li> </ul>
2	<b><u>Staff</u></b> (SR-10) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-10) Semi-Rural Residential	Commercial <b>(Villalobos)</b>	<i>Total Area:</i> 1.19 Acres  <i>Current Use:</i> Citrus grove, agriculture  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Located at the intersection of State Route 76 and S6</li> <li>• Driveway access directly on to State Route 76 should be severely limited and/or avoided if possible</li> <li>• Sight distance and traffic safety issues have been identified by the community if this property is developed for commercial purposes</li> <li>• Inconsistent with the community development model</li> </ul>

## Pendleton-DeLuz

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### Overview

There are no commercial, office or industrial land uses proposed for this area, as there is adequate access to goods and services in neighboring jurisdictions that serve the population.

### Key Issues

There is a substantial population of Marine Corps stationed at Camp Pendleton. This population, however, is served by on-base uses and commercial areas in adjacent incorporated cities (particularly Oceanside) and the Fallbrook Community Planning Area.

### Planning Group Direction

There is no Planning or Sponsor Group representation for this area.

### Additional Staff Analysis/ Recommendations

There are no commercial, office or industrial land uses proposed for this area.

### Planning Commission Recommendations

The Planning Commission concurs with staff's recommendation.

### ERA Needs Analysis (all numbers in gross acres)

	<b><i>Projected Demand<sup>1</sup></i></b>	<b><i>Existing General Plan<sup>2</sup></i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan<sup>2</sup></i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	30	0	(30)	0	(30)
Industrial	28	0	(28)	0	(28)
Office	11	0	(11)	0	(11)

<sup>1</sup> Demand includes Camp Pendleton population (see key issues).

<sup>2</sup> Does not include uses within the Camp Pendleton boundaries.

Note: All numbers are rounded to the nearest whole number.

Source: Economics Research Associates, County of San Diego



## Rainbow

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### Overview

Commercially designated lands in Rainbow are located in two areas along the Interstate 15 Scenic Corridor. The northern commercial area is located primarily east of Interstate 15, on the north side of Rainbow Valley Boulevard.

The southern commercial area is located east of Interstate 15, south of Second Street, within the existing country town boundary. Existing commercial uses include a restaurant, gas station, small market, a general contractor and landscaping business.

Commercial development in Rainbow has been limited because of the lack of sewer infrastructure. Rainbow's commercial needs are primarily met by outside commercial centers, located in the nearby communities of Fallbrook, Temecula, and Escondido. Rainbow's desire to increase commercial designated lands along the Interstate 15 Corridor must be carefully evaluated to maintain the viewshed along this scenic corridor and provide a balance of land uses that will not impact agricultural land uses or the rural character of the community.

### Key Issues

- There is currently a surplus of vacant, commercial-designated lands in Rainbow
- Commercial designated lands are constrained by the lack of sewer infrastructure
- All of the commercial requests are located within the I-15 Scenic Corridor; the gateway to San Diego County. Special consideration (i.e. Site Plan Review) must be given to mitigate potential visual impacts if these properties are developed with commercial uses
- Staff does not support the expansion of commercial and or industrial designated lands within the I-15 Scenic Corridor

### Planning Group Direction

- Supports three of the four commercial requests in an effort to assist the community in providing viable commercial businesses to meet Rainbow's commercial needs and to provide employment opportunities
- Supports the expansion of commercial designated lands, limited to areas that would not impact agricultural uses or the rural character of the community
- Supports commercial opportunities for local residents without having to rely on or travel to other areas for services

**Additional Staff Analysis/  
Recommendations**

Staff disagrees with additional commercial requests because of lack of public infrastructure and a surplus of vacant, commercially designated lands. There are no lands proposed for Industrial designations. However, the community has numerous agriculturally related businesses and nurseries that provide employment and are a vital part of the local economy.

One request on item 5 will be reconsidered by the Planning Group on 05/18/05.

**Planning Commission  
Recommendations**

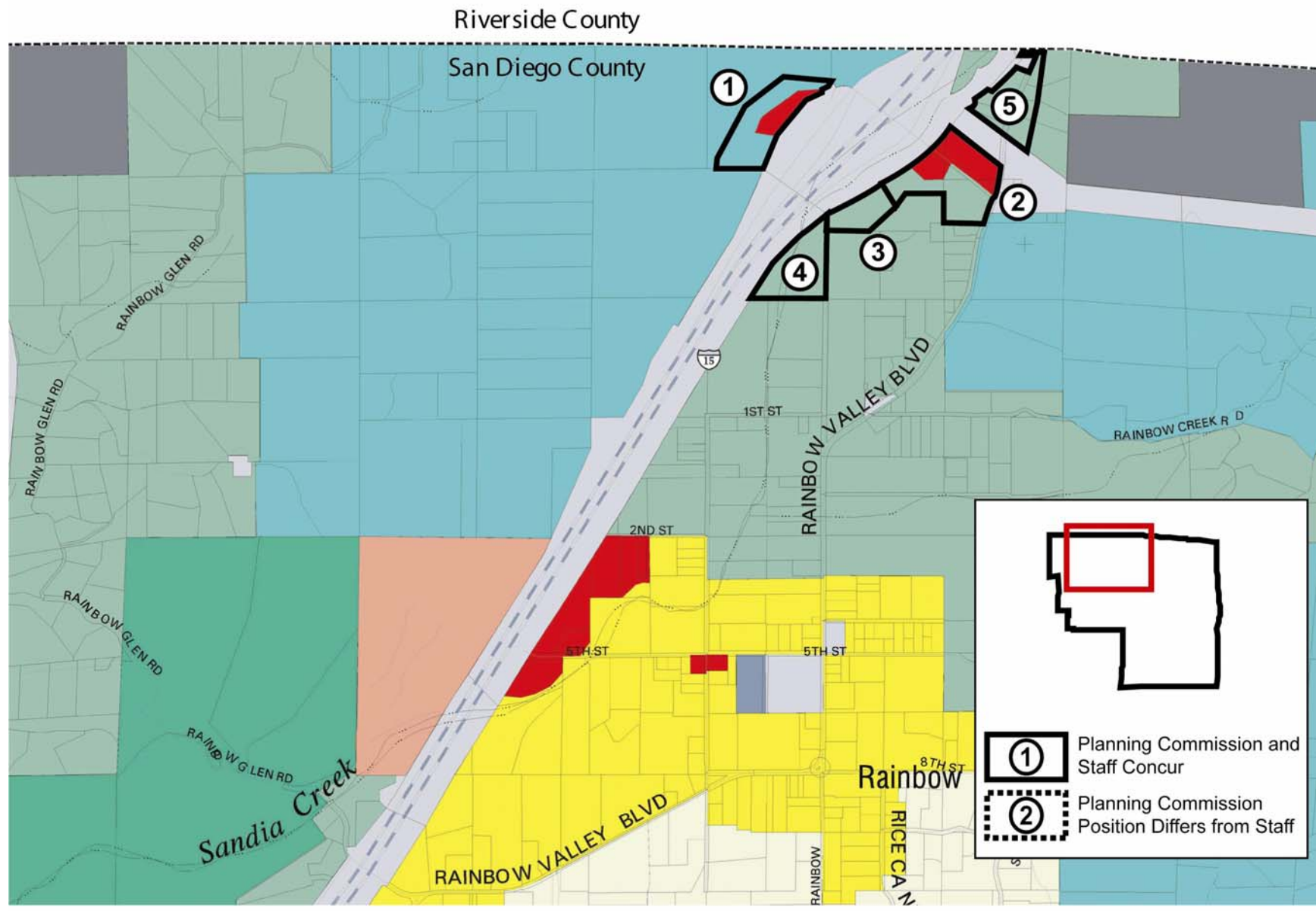
The Planning Commission concurred with staff's recommendations.

**ERA Needs Analysis**  
(All numbers in gross acres)

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	6	35	29	36	30
Industrial	6	0	(6)	0	(6)
Office	1	0	(1)	0	(1)

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*

**Rainbow (portion of)**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p><b><u>Staff</u></b> Retain existing area of (C-1) General Commercial</p> <p>Retain existing area of (RL-20) Rural Lands</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	Expand (C-1) General Commercial from 3.84 to 9.12 acres	Expand (C-1) General Commercial from 3.84 to 9.12 acres <b>(Stubblefield)</b>	<p><i>Total Area:</i> 9.12 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• The area surrounding the buildable portion of the site is topographically constrained (more than half the site contains slopes &gt;50%)</li> <li>• Isolated commercial location elevated above weigh station which is already considerably higher on the hillside above Interstate 15</li> <li>• Located within the I-15 Scenic Corridor; potential visual impacts</li> <li>• Additional environmental analysis required to address geology and seismic site concerns</li> <li>• Within Rainbow Municipal Water District service area, however, sewer service is not available nor planned for the area</li> <li>• Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
2	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p>Retain existing area of (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	<p>(C-4) Rural Commercial</p> <p>Retain existing area of (SR-10) Semi-Rural Residential</p>	<p>Expand (C-1) General Commercial from approx. 6.7 acres to 15.7 acres (total) <b>(Johnson)</b></p>	<p><i>Total Area:</i> 15.7 acres (includes approx. 9 acres of new commercial acreage)</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Planning Group and staff do not support expanding commercial lands south of the existing commercially designated area or south of Rainbow Valley Blvd due to traffic concerns</li> <li>Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Commercial request is inconsistent with community development model for Rainbow</li> <li>Topographic constraints limit commercial development south of the freeway exit on Rainbow Valley Blvd West</li> <li>Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3	<b><u>Staff</u></b> (SR-10) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(Frulla)</b>	<i>Total Area:</i> 5.58 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• The parcel is constrained by steep topography slopes (&gt; 25%). Direct road access onto Old Highway 395 would be difficult without substantial grading.</li> <li>• Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>• Site is highly visible from the I-15 Scenic Corridor</li> <li>• Commercial request is inconsistent with community development model for Rainbow</li> <li>• Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
4	<p><b><u>Staff</u></b> Retain (SR-10) Semi-Rural Residential</p> <p>Create a community specific zone that would allow existing agricultural related uses to continue</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(Scrape)</b>	<p><i>Total Area:</i> 11.26 acres</p> <p><i>Current Use:</i> Existing contractor agricultural/industrial business</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Staff and the Planning Group will continue to work with the property owner to develop a “community specific zone” that would allow the existing agriculturally related uses to continue in conjunction with a requirement that the property owner submit and receive approval of a Major Use Permit for any uses not allowed by right in the new zone.</li> <li>Request not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Existing quasi-commercial to medium industrial use surrounded by agricultural land uses (primarily nurseries)</li> <li>Uses on site are currently more compatible with an industrial designation</li> <li>Spot application of a commercial or industrial designation is not consistent with location criteria</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
5	<p><b><u>Staff</u></b> (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	<p>Previous action General Commercial</p> <p>PG to reconsider area at upcoming meeting 05/18/05</p>	No recommendation submitted	<p><i>Total Area:</i> 8.5 acres</p> <p><i>Current Use:</i> RV Storage, Undeveloped</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Planning Group requested opportunity to revise recommendation at the Planning Commission hearing</li> <li>Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Site is highly visible from the I-15 Scenic Corridor</li> <li>Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> <li>Previous map iterations show property proposed as commercial, however, through further evaluation and discussions with the Planning Group, Staff supports retention of the residential land use for the area</li> </ul>



## San Dieguito

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### Overview

The commercial needs of this community are generally served by shopping centers in adjacent incorporated jurisdictions, but smaller commercial centers exist in areas such as the Rancho Santa Fe Village. Industrial lands are found solely within the 4S Ranch Specific Plan Area boundaries. The Planning Group has not recommended any additional commercial or industrial lands within the planning area, with the exception of a limited Rural Commercial area located in the future Village of Harmony Grove. The Planning Group also supports the concept of allowing for mixed-use in the Village of Rancho Santa Fe.

### Key Issues

- Maintain rural estate character in established areas, including portions of the Community Planning Area that are adjacent to urbanizing areas within the City of San Diego
- Planned villages such as Harmony Grove Village and Rancho Santa Fe, respectively, create an opportunity for the development or enhancement of unique traditional town centers

### Planning Group Direction

- Provide for Rural Commercial development in the planned village of Harmony Grove
- Apply Mixed Use designation in a small portion of the village of Rancho Santa Fe and recognize potential future mixed use areas via a Village Limit Line and community plan language
- Increase residential density of several properties located on the southwestern border of the planning area and the city of San Diego from SR-2 to SR-1

**Additional Staff Analysis/  
Recommendations**

Staff supports Planning Group direction with the exception of recommended changes to the residential land use distribution.

- While the ERA analysis indicates a deficiency in retail lands, the allowance of mixed use within Rancho Santa Fe Village may create greater opportunity to diversify retail uses in this area. The addition of Rural Commercial land in Harmony Grove, while not an official part of the San Dieguito Community Planning Area, will potentially create some small-scale retail opportunities for the local community
- No additional Industrially designated lands and no change to the existing and planned Industrial areas, primarily located within 4S Ranch Specific Plan

**Planning Commission  
Recommendations**

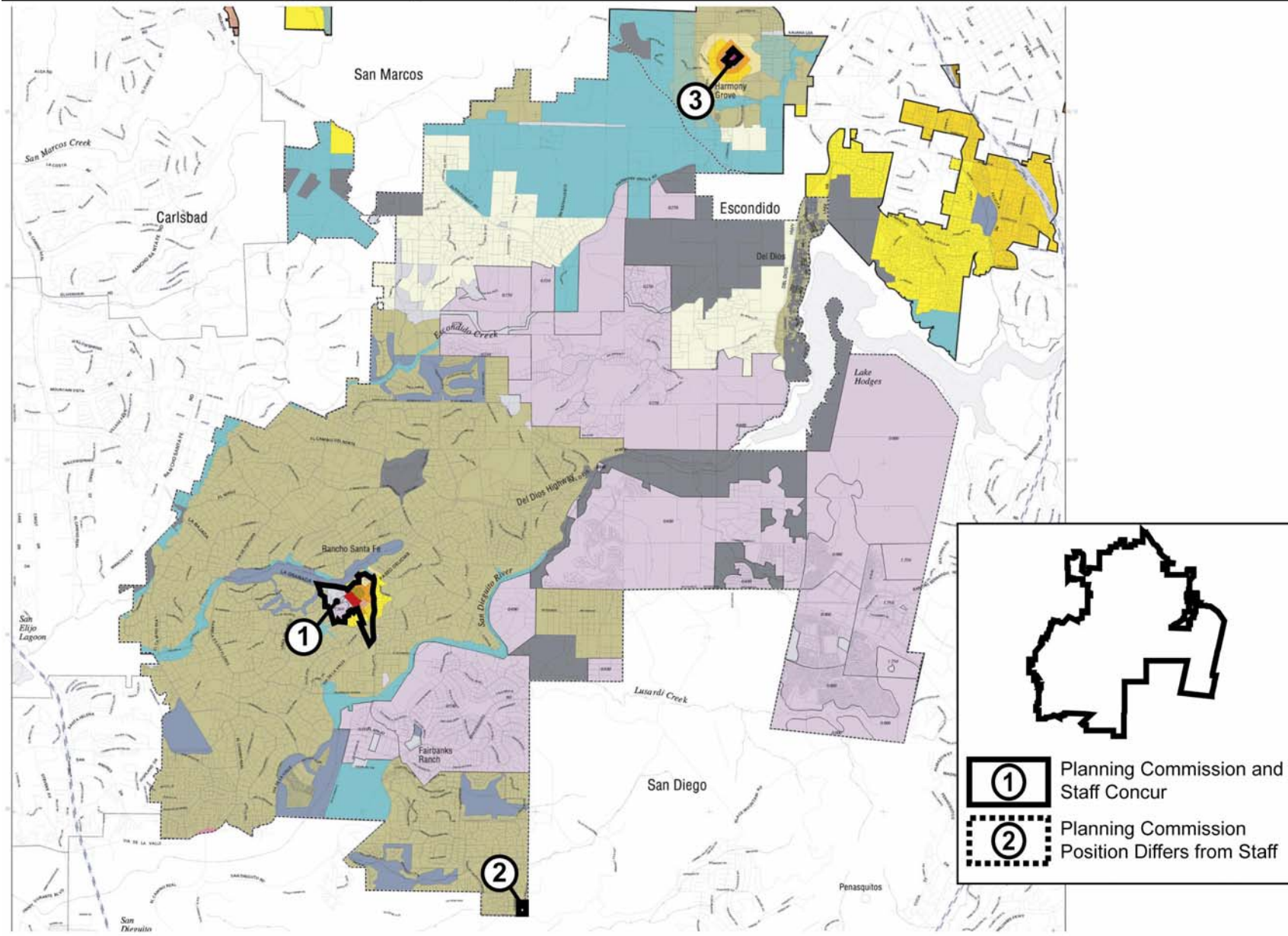
The Planning Commission concurs with staff's recommendations.

**ERA Needs Analysis**  
(all numbers in gross acres)

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	130	60	(70)	60	(70)
Industrial	72	159	87	159	87
Office	33	24	(9)	24	(9)

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*

**San Dieguito (including Harmony Grove)**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
1	<p><b><u>Staff</u></b> Some (C-5) Village Core Mixed Use in Village Core area (TBD)</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	Recommendation supports the Rancho Santa Fe Association request	Anticipated change to a portion of Rancho Santa Fe Village, including primarily Commercial acreage to (C-5) Village Core Mixed Use ( <b>Rancho Santa Fe Association</b> )	<p><i>Total Area:</i> # acres TBD</p> <p><i>Current Use:</i> Commercial and residential in Rancho Santa Fe Village</p> <p><i>Existing GP:</i> (13) General Commercial Residential</p>	<ul style="list-style-type: none"> <li>Request is conceptually consistent with community development model and intent of historic villages such as Rancho Santa Fe</li> <li>Village Core Mixed Use designation will facilitate master planning efforts in the Village, which will include zones consistent with community development model</li> <li>This change is still under discussion with the community</li> <li>Additional tools such as a Village Limit Line and Community Plan language may be utilized to facilitate a master plan for this area</li> </ul>
2	<p><b><u>Staff</u></b> (SR-2) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-1) Semi-Rural Residential	(C-1) General Commercial or (C-3) Neighborhood Commercial ( <b>Pourfard</b> )	<p><i>Total Area:</i> 3.15 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Request could impact rural community character defined by low density residential and small agricultural operations</li> <li>Would create a spot of isolated commercial</li> <li>Existing neighborhood commercial center is located less than one mile from property</li> <li>Future higher density residential in adjacent City of San Diego will be visually buffered by landscaping, walls, and other barriers</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner		
3	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-4) Rural Commercial	(C-4) Rural Commercial <b>(New Urban West)</b>	<p><i>Total Area:</i> 4 acres</p> <p><i>Current Use:</i> Vacant</p> <p><i>Existing GP:</i> (19) Intensive Agriculture</p>	<ul style="list-style-type: none"> <li>• Reflects community consensus from workshops of 2003</li> <li>• Consistent with community model and development of new village in Harmony Grove</li> <li>• Will facilitate small-scale rural business development as desired by community</li> <li>• Consistent use and scale of community-supported Specific Plan in that area</li> </ul>

## Valley Center

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### Overview

Commercial land uses are primarily located within two areas: (1) at the intersection of Valley Center and Cole Grade Roads and (2) along Valley Center Road south of Lilac Road. GP2020 proposes higher density residential uses and additional commercial uses to establish these areas as villages. Other commercial uses are dispersed along Old Castle Road near Old Highway 395, along Lilac Road, west of Valley Center Road, and at Bates Nut Farm on Woods Valley Road. The types of commercial uses are either agriculture-related or serve the local community. The primary exception is Bates Nut Farm, which is visitor-serving.

Industrial uses in Valley Center are located in the southeastern portion of the northern village. GP2020 proposes expanding this area slightly to the northeast, but removing currently designated industrial lands located within the floodway/floodplain. With the concurrence of the Planning Group, an additional industrial area is proposed at Old Highway 395 and Nelson Way.

### Key Issues

- Steep slopes, including Weaver and Red Mountains, characterize the northern and southern areas of the community. Keys and Moosa Canyon Creeks run through the central portion from northwest to southeast.
- Major commercial needs are being met outside of Valley Center, but a shopping center is being planned that will provide many additional needs.
- A key objective of the community has been to focus future development within the two villages to retain a rural character for the remainder of Valley Center. These village areas require development of sewer infrastructure and a more extensive road network.
- A large portion of the northern village is undeveloped with few physical constraints, other than a floodplain along the southern edge.
- The southern village is more built-out with commercial strip development along Valley Center Road. A wetland and golf course bisect the central portion, making the provision of north-south road connections more difficult.

**Planning Group Direction**

- Retain Valley Center's rural character.
- Commercial areas should primarily be contained within the two village areas, with the exception of existing commercial uses outside the village areas. These villages should remain distinct and separate.
- The rights of existing commercial property owners should be respected.
- Expand the amount of industrial land uses. Industrial uses should be concentrated into distinct districts that are adequately buffered from surrounding development.

The Planning Group's support for GP2020 is predicated on Board of Supervisors' approval of the following three motions:

- Apply Village densities within village boundaries; limit densities within and adjacent to the villages; use the 15 dwelling units per acre density to meet Valley Center's share of the affordable housing mandate, otherwise limit density to no more than 10.9 dwelling units per acre.
- Provide adequate transportation and emergency services infrastructure in conjunction with the implementation of GP2020.
- Adopt a fair, equitable, and practical equity mechanism to provide the highest degree of fairness for property owners impacted by GP2020, in conjunction with approval of GP2020.

**Additional Staff Analysis/  
Recommendations**

Staff conducted an extensive town center planning process with significant community involvement. The Planning Group was also highly involved throughout the process and almost fully supports the staff recommended village concept plans.

The quantity of commercial/industrial land proposed under GP2020 is approximately three times greater than the amount projected by the ERA Needs Analysis. The ERA analysis does not take into account:

- Demand from adjacent communities, such as Pauma Valley
- Under GP2020, mixed-use development (residential/commercial) will be encouraged in commercial designated areas in villages.
- Land-intensive industrial uses such as rock processing and recycling operations and outdoor storage of industrial equipment
- Village areas include commercial lands designated to meet needs beyond 2020

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations, with the exception of two changes to staff's recommendation for Industrial properties along Nelson Way that were made after the Planning Commission hearing. These changes were made to build community consensus and do not alter the general intent of the staff, Planning Group, and Planning Commission recommendations.

**ERA Needs Analysis**  
(all numbers in gross acres)

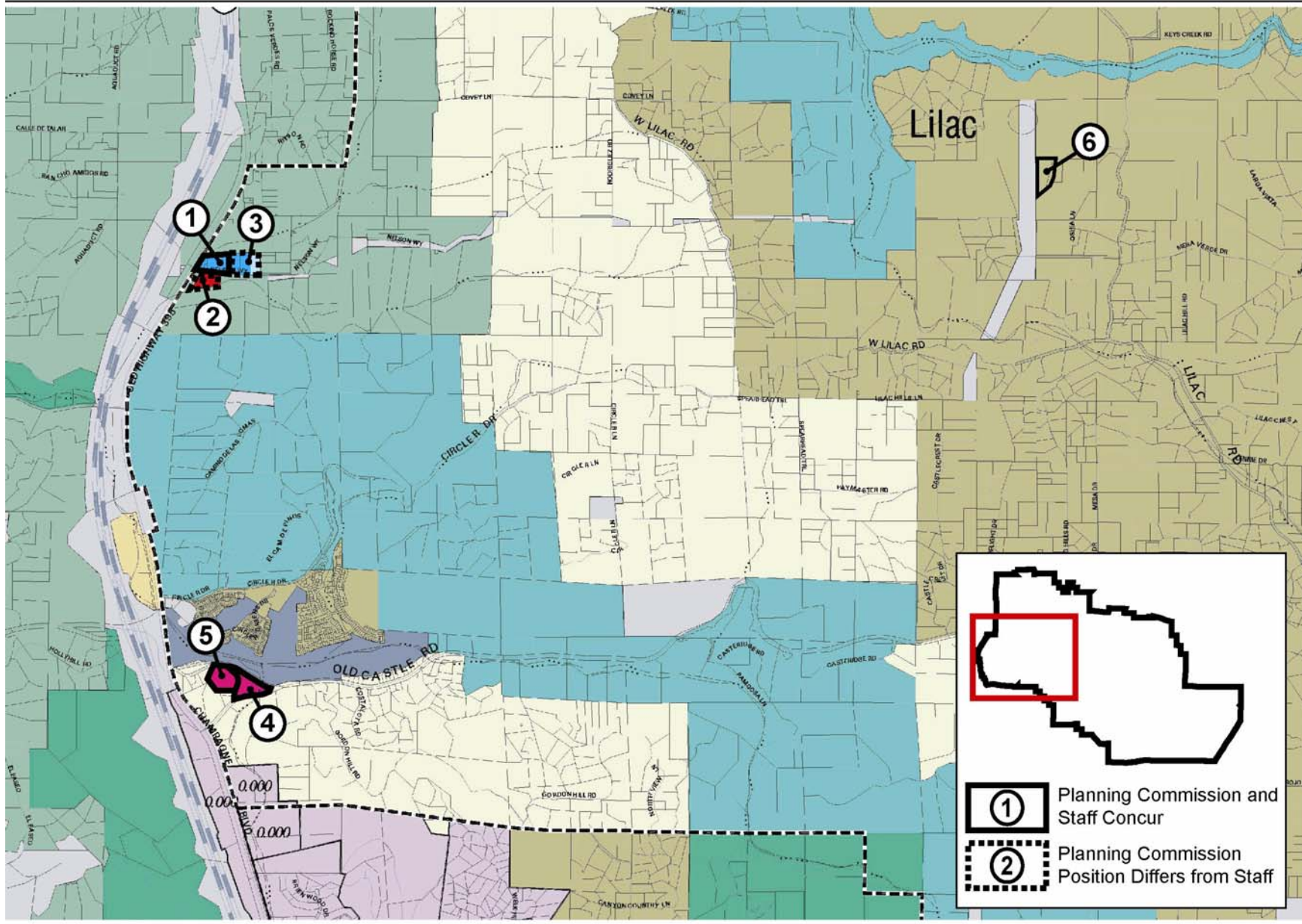
	<i><b>Projected Demand</b></i>	<i><b>Existing General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>	<i><b>Proposed General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>
Commercial	80	112	32	259	179
Industrial	31	147	116	94	63
Office	10	1	(9)	15	5

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*



## Valley Center (Western Portion)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
1	<p><b>Staff</b> (I-2) Medium Impact Industrial</p> <p><b>Planning Commission</b> Concur with staff</p>	(I-2) Medium Impact Industrial	Designation consistent with current Rural Commercial zoning and rock processing and recycling operations <b>(Reilly)</b>	<p><i>Total Area:</i> Approximately 6 acres</p> <p><i>Current Use:</i> Romero Construction—Aggregate processing</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Site is in proximity to major roads and has good access to Interstate 15, without traveling through residential areas</li> <li>• Steep topography separates industrial and residential areas</li> <li>• Recognizes existing Rural Commercial Zone and land use</li> <li>• Supported by Planning Group</li> </ul>
2	<p><b>Staff</b> (C-1) General Commercial (SR-10) Semi-Rural Residential</p> <p><b>Planning Commission</b> (I-2) Medium Impact Industrial (SR-10) Semi-Rural Residential</p>	(I-2) Medium Impact Industrial (SR-10) Semi-Rural Residential	Commercial — wants to retain use as nursery <b>(Wilson)</b>	<p><i>Total Area:</i> 21.03 acres</p> <p><i>Current Use:</i> Nursery</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Recognizes existing general plan designation</li> <li>• Proximity to major roads</li> <li>• Steep topography adjacent to site obscures view to site from surrounding land uses</li> <li>• Undeveloped portion of parcel would retain Semi-Rural Residential designation to serve as a buffer</li> <li>• Last minute change to staff's recommendation to build community consensus. Does not differ from general intent of Planning Group and Planning Commission recommendations.</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
3	<p><b><u>Staff</u></b> (I-2) Medium Impact Industrial (I-1) Limited Impact Industrial (easternmost parcel)</p> <p><b><u>Planning Commission</u></b> Concur with staff except for change to I-1 made after Planning Commission hearing</p>	(I-2) Medium Impact Industrial	Recommendation not submitted	<p><i>Total Area:</i> 7.5 acres</p> <p><i>Current Use:</i> Equipment staging/storage and misc. industrial uses</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Proposed industrial designation would allow existing uses to continue and facilitate establishment of an industrial district</li> <li>Proximity to major roads</li> <li>Adjacent to existing industrial uses</li> <li>Supports general intent of Planning Group and Planning Commission recommendations, but provides a buffer between residential and outdoor storage industrial uses.</li> </ul>
4	<p><b><u>Staff</u></b> (C-4) Rural Commercial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-4) Rural Commercial	Recommendation not submitted	<p><i>Total Area:</i> 4.34 acres</p> <p><i>Current Use:</i> Restaurants, vacant building</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Recognizes existing General Commercial designation and applied more appropriate commercial designation</li> <li>Within area served by water/sewer</li> <li>Consistent with surrounding semi-rural area</li> <li>Existing uses are recognized with new designation</li> <li>Supported by Planning Group</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
5	<b><u>Staff</u></b> (C-4) Rural Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-4) Rural Commercial	Recommendation not submitted	<i>Total Area:</i> Approximately 6 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with adjacent uses</li> <li>• Supported by Planning Group</li> </ul>
6	<b><u>Staff</u></b> (SR-2) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	Consensus not reached — No recommendation	Designation allowing pet boarding: horse, dogs, etc. <b>(Upano)</b>	<i>Total Area:</i> 5.87 acres  <i>Current Use:</i> Horticulture  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Site is outside the village and poorly served by infrastructure</li> <li>• Not currently accessible by paved roads</li> <li>• A Commercial designation would allow many uses inappropriate for the area</li> <li>• Pet boarding uses could be permitted with approval of a Use Permit, but would require mitigation of any impacts to surrounding land uses</li> </ul>





#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff/ Planning Commission	CPG/CSG	Owner(s)		
7	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	Residential/ Commercial <b>(Olson)</b>	<i>Total Area:</i> 2.77 acres  <i>Current Use:</i> Residential/Orchard  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Site is located approximately 2.5 miles (three minute drive) from the North Village area</li> <li>• Some commercial uses could be permitted upon approval of a Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> <li>• Supported by Planning Group</li> </ul>
8	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	General Commercial for entire parcel where outdoor storage is allowed <b>(Tweed)</b>	<i>Total Area:</i> 1.4 acres  <i>Current Use:</i> Hidden Valley Pump Systems & Private Residence  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Commercial use is permitted on portion of parcel currently zoned commercial</li> <li>• Expansion of use could be permitted upon approval of a Use Permit or a rezone. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> <li>• Staff is proposing to retain existing Commercial zoning for parcel</li> <li>• Supported by Planning Group</li> </ul>
9	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	Designation appropriate for current use and potential new use (Feed Store) <b>(Lincoln)</b>	<i>Total Area:</i> 2.55 acres  <i>Current Use:</i> Equipment/vehicle storage and overflow parking  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Existing Commercial zoning allows current uses</li> <li>• Located in a rural area isolated from other office/commercial uses</li> <li>• Commercial designation is not appropriate as this area is outside of the village</li> <li>• Supported by Planning Group</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff/ Planning Commission	CPG/CSG	Owner(s)		
10	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-4) Semi-Rural Residential	Commercial designation — existing residential use is adversely impacted by sheriff's station and high traffic volumes from casino and school <b>(Anvil)</b>	<p><i>Total Area:</i> 1.48 acres</p> <p><i>Current Use:</i> Residence</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Area is outside the village</li> <li>Additional commercial designations are not consistent with projected need. A change to commercial for this parcel would prompt adjacent parcels to request a change to commercial designation.</li> <li>Supported by Planning Group</li> </ul>
11	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	Consensus not reached — No recommendation	Designation appropriate for expanding operations to include banquet & education facilities, farm zoo <b>(Bates-Ness)</b>	<p><i>Total Area:</i> 37.82 acres</p> <p><i>Current Use:</i> Retail commercial, agriculture, and processing nuts</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Commercial designation would allow uses inconsistent with community character without requiring appropriate environmental review – Zoning Ordinance and Use Permit are more appropriate tools.</li> <li>Existing MUP governs operations and could be modified to accommodate expansion. This would require additional staff/community review to ensure new uses are compatible with surrounding land uses.</li> <li>Staff is proposing a new specific zone for Bates Nut Farm. Draft zoning ordinance language is included after this matrix.</li> <li>Staff will also include guiding language in the Community Plan specifying Bates Nut Farm importance when defining Valley Center's community character.</li> </ul>



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff/ Planning Commission	CPG/CSG	Owner(s)		
12	<b><u>Staff</u></b> (SR-2) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	Consensus not reached — No recommendation	Commercial-wants to expand and improve facilities for retail customers <b>(Jaffe)</b>	<i>Total Area:</i> 2.97 acres  <i>Current Use:</i> Mail order facility  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Not compatible with surrounding land uses</li> <li>• Located outside of the village</li> <li>• Requiring a Use Permit to expand commercial uses would provide more assurance that new commercial uses would be compatible with adjacent uses</li> </ul>

## PRELIMINARY DRAFT / BATES NUT FARM ZONE

Zone would be compatible with Rural Lands and Semi-Rural Lands designations with densities of one dwelling unit per four acres and lower. Agricultural and limited commercial uses would be allowed to facilitate agricultural businesses.

Large special events with duration of less than five days would be regulated under Temporary Use Regulations: Circus, Carnival, or Other Outdoor Entertainment Event. The Sheriff may permit these events.

Use Type:	A70	C36	Bates Nut Farm Zone	Description
<b>Agricultural Use Types</b>				
Tree Crops	PERMITTED USE	PERMITTED USE	PERMITTED USE	Premises primarily devoted to the cultivation for sale at wholesale of tree-grown agricultural products such as avocados, walnuts, and citrus fruits.
Row and Field Crops	PERMITTED USE	PERMITTED USE	PERMITTED USE	Premises primarily devoted to the cultivation for sale at wholesale of agricultural products grown in regular or scattered patterns such as vines, field, forage and other plant crops intended to provide food or fibers.
Packing and Processing: General	PERMITTED with MUP	NOT PERMITTED	PERMITTED USE	Customary preparation for market of fresh produce, flowers, feed, fiber, milk, eggs, rabbits, poultry and other similarly sized small or specialty animals raised for human consumption, produced on premises other than that upon which the packing and processing operation is located.  <i>Note: Use description needs to be revised or a new one added that encompasses processing of nuts and related items and sets limits for the size of the processing facility.</i>

Use Type:	A70	C36	Bates Nut Farm Zone	Description
<b>Commercial Use Types</b>				
Produce Market (NEW)	NEW USE	NEW USE	PERMITTED USE	Establishments or places or business primarily engaged in the retail sale of local produce and minor consumables and beverages for home consumption. Typical uses are less than 5,000 square feet and include produce markets, winery outlets. <i>Note: Use description needs to be developed and incorporated into the zoning ordinance.</i>
Retail Sales: Specialty	NOT PERMITTED	PERMITTED USE	PERMITTED USE	Establishments offering a single type, or closely related types, of merchandise oriented toward impulse or discretionary purchase rather than satisfaction of regular or recurring needs. <i>Individual establishments will have relatively small floor areas (generally not more than 2,000 square feet).</i> Typical uses would include the sale of art or craft objects; sales conducted in civic plazas; flower or plant shops; shops offering gifts, novelties, or souvenirs; beachwear stores; and antique shops. <i>Note: Description needs be clarified to allow use in conjunction with other uses in buildings over 2,000 SF.</i>
<b>Civic Use Types</b>				
Community Recreation	PERMITTED with MUP	PERMITTED USE	PERMITTED with MUP	Recreational, social or multi-purpose uses within buildings with no fixed seats and occupancy limited to 500 persons.

## Valley Center Town Center

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### Overview

Two special study areas remained on the July 2004 GP2020 working copy maps as a result of the residential densities planning process. These areas represent the two villages where most of the future growth in Valley Center is planned. A town center planning process was conducted from August 2004 until January 2005 to develop a land use plan for these special study areas.

### Key Issues

- Significant traffic congestion already exists in Valley Center, especially along Valley Center Road where a road-widening project is underway. The increased residential densities typical in village areas will most likely exacerbate traffic problems. An expanded road network needs to be an integral part of any plans to increase densities in the villages.
- Sewer is currently not available in the northern village and most of the southern village, but is required to achieve village densities. A comprehensive plan to provide sewer needs to be included in further planning efforts.

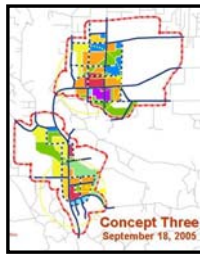
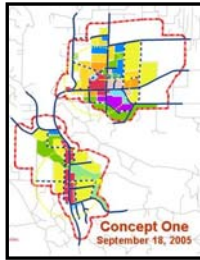
### Planning Process



Workshop participants provided input on three different concepts for each village

The town center planning process followed four workshops conducted throughout 2003 to assist the community identify the desired character for the villages. The 2004-2005 town center planning process included:

- *Kick-Off Meeting* — A kick-off meeting was conducted last August to begin the planning process and establish the schedule and level of community participation.
- *Workshops* — Two workshops were conducted where staff presented land use and opportunity/constraints analysis, planning criteria, and land use concept plans for each village. Community members provided input; enabling staff to select, then refine a preferred concept.
- *Planning Group* — The Planning Group remained highly involved during the entire process. Town center planning issues were addressed during several planning group and subcommittee meetings. In addition, many planning group members attended the two workshops.
- *Other Outreach* — To inform affected property owners, concept village land use plans were published in the Valley Roadrunner newspaper. Separate meetings were held with interested property owners to solicit their input and develop further consensus. Also, the village concept plans were posted on the GP2020 website and updated throughout the planning process.

**Recommended Plan Maps****Planning Criteria**

Over the five-month planning process staff consistently prepared map concepts reflecting community input. Staff recommended land use plans for the special study areas, resulting from the town center planning process, are shown as Figures VC-1 and VC-2. The projected build-out population for each village, along with the remainder of the Valley Center community, is shown in Table 1 below.

**Table 1: Population Projections**

<b>Area</b>	<b>Dwelling Units</b>		<b>Projected Population</b>
	<b>Existing</b>	<b>Future</b>	
North Village	396	1,382	5,119
South Village	237	1,172	4,056
Remaining Community	4,081	5,231	28,887
<b>Total Community</b>	<b>4,714</b>	<b>7,785</b>	<b>38,061</b>

- Each village footprint should be compact and clearly defined, surrounded by patterns of semi-rural and rural development
- Moving away from the village center, densities should taper from high to low and the difference in densities between adjacent parcels should not be higher than 400 percent
- Avoid strip commercial development patterns while retaining values for existing commercial property owners
- Establish a road network that accommodates increased densities in the village by dispersing traffic patterns
- Provide a district to accommodate industrial land uses

**Additional Analysis/ Recommendation**

The town center planning accomplished for Valley Center to date is still at the general plan level. Further planning is necessary that would identify a comprehensive circulation network, required infrastructure, design guidelines, and implementation tools.

The following matrices identify property owners that made specific requests during the planning process. A rationale is provided when the staff recommendation is inconsistent with the property owner's request.

**Planning Commission Recommendation**

The Planning Commission concurs with staff's recommendations.

# Valley Center Town Center (Northern Village)

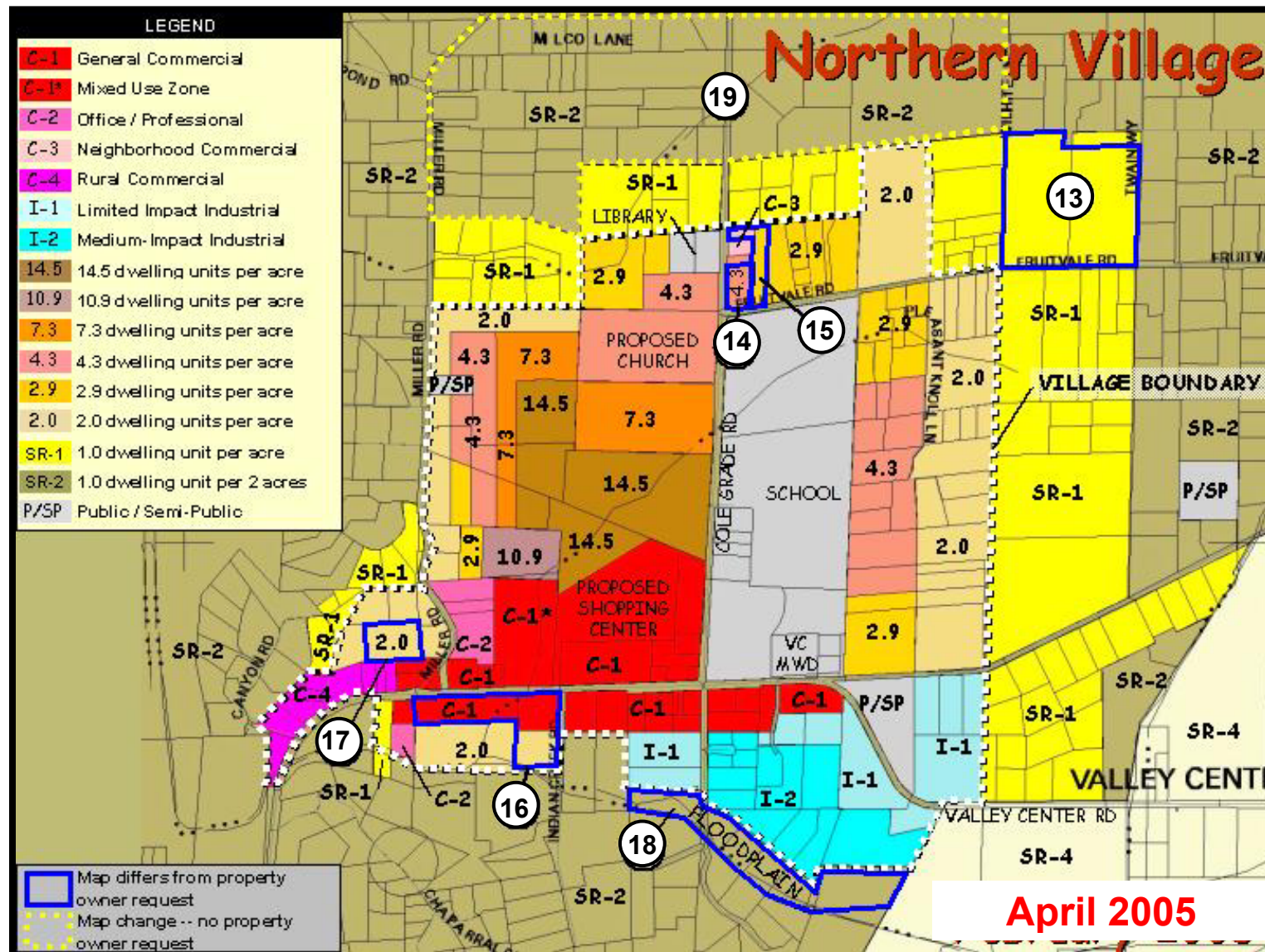


Figure VC-1

## Property Owner Requests Inconsistent with Staff Recommendations

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
13	<b><u>Staff</u></b> (SR-1) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-1) Semi-Rural Residential	(VR-2.9) Village Residential <b>(Chipman)</b>	<i>Total Area:</i> 35.46 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Support community endorsed concept for concentrated village, surrounded by semi-rural land uses</li> <li>• Staff supports Planning Group recommendation</li> </ul>
14	<b><u>Staff</u></b> (VR-4.3) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	(VR-4.3) Village Residential	(C-3) Neighborhood Commercial <b>(Hedges)</b>	<i>Total Area:</i> 2.18 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Commercial development is concentrated in the village center, less than one mile away</li> <li>• Additional commercial land uses are not supported by projected needs</li> <li>• Staff supports Planning Group recommendation</li> <li>• Town center circulation plan would redirect traffic away from site</li> </ul>



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
15	<p><b><u>Staff</u></b> (C-3) Neighborhood Commercial/ (VR-2.9) Village Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(C-3) Neighborhood Commercial/ (VR-2.9) Village Residential	Change entire parcel to commercial <b>(Hofler)</b>	<p><i>Total Area:</i> 2.7 acres</p> <p><i>Current Use:</i> Veterinary Clinic, Pet Grooming, Residence, Doggie Day Care</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Recognizes existing legal commercial use on portion of parcel, but does not support expansion. Residential parcel maintains buffer with surrounding residential uses</li> <li>Does not recognize existing illegal commercial uses (doggie day care)</li> <li>Neighborhood Commercial designation is located on a major road across the road from the library</li> <li>Additional commercial land uses are not supported by projected needs. Commercial development is concentrated in the village center, less than one mile away</li> <li>Staff supports Planning Group recommendation</li> </ul>
16	<p><b><u>Staff</u></b> (C-1) General Commercial  (VR-2) Village Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	<p>(C-1) General Commercial</p> <p>(VR-2) Village Residential</p>	(VR-7.3) Village Residential <b>(Nelson)</b>	<p><i>Total Area:</i> 12.64 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (6) Residential (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Would apply a new GP2020 zone that would allow mixed use development on the portion designated General Commercial</li> <li>Portion of area designated Village Residential is within floodplain</li> <li>Staff supports Planning Group recommendation</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
17	<b><u>Staff</u></b> (VR-2) Village Residential  <b><u>Planning Commission</u></b> Concur with staff	(VR-2) Village Residential	(VR-2) Village Residential or higher density <b>(Stephens)</b>	<i>Total Area:</i> 4.11 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (3) Residential	<ul style="list-style-type: none"> <li>• Located on fringe of village, compatible with surrounding land uses</li> <li>• Access would improve with construction of a road proposed along southern boundary of parcel by the concept village circulation plan</li> <li>• Staff supports Planning Group recommendation</li> </ul>
18	<b><u>Staff</u></b> (SR-2) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(I-2) Medium Impact Industrial for all affected parcels	(I-2) Medium Impact Industrial <b>(Tinch)</b>	<i>Total Area:</i> Approx. 14 acres  <i>Current Use:</i> Aggregate supply company, warehouse, storage  <i>Existing GP:</i> (15) Limited Impact Industrial	<ul style="list-style-type: none"> <li>• Property is in the floodway/floodplain</li> <li>• Previous County staff mistakenly approved development in this area</li> <li>• Residential designation is consistent with other areas in floodplains</li> <li>• Changing to a Residential designation would make current uses legal, non-conforming — uses could continue indefinitely, but expansion would be precluded</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
19	<p><b><u>Staff</u></b> (SR-2) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-2) Semi-Rural Residential	No recommendation submitted	<p><i>Total Area:</i> 271 acres</p> <p><i>Current Use:</i> Residential/agricultural</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Included to document changes outside of the village from the July 04 to the May 05 Maps</li> <li>• Reflects community planning objectives for a concentrated town center, surrounded by semi-rural lands</li> <li>• Retains density of the existing general plan</li> <li>• Staff supports Planning Group recommendation</li> </ul>

# Valley Center Town Center (Southern Village)

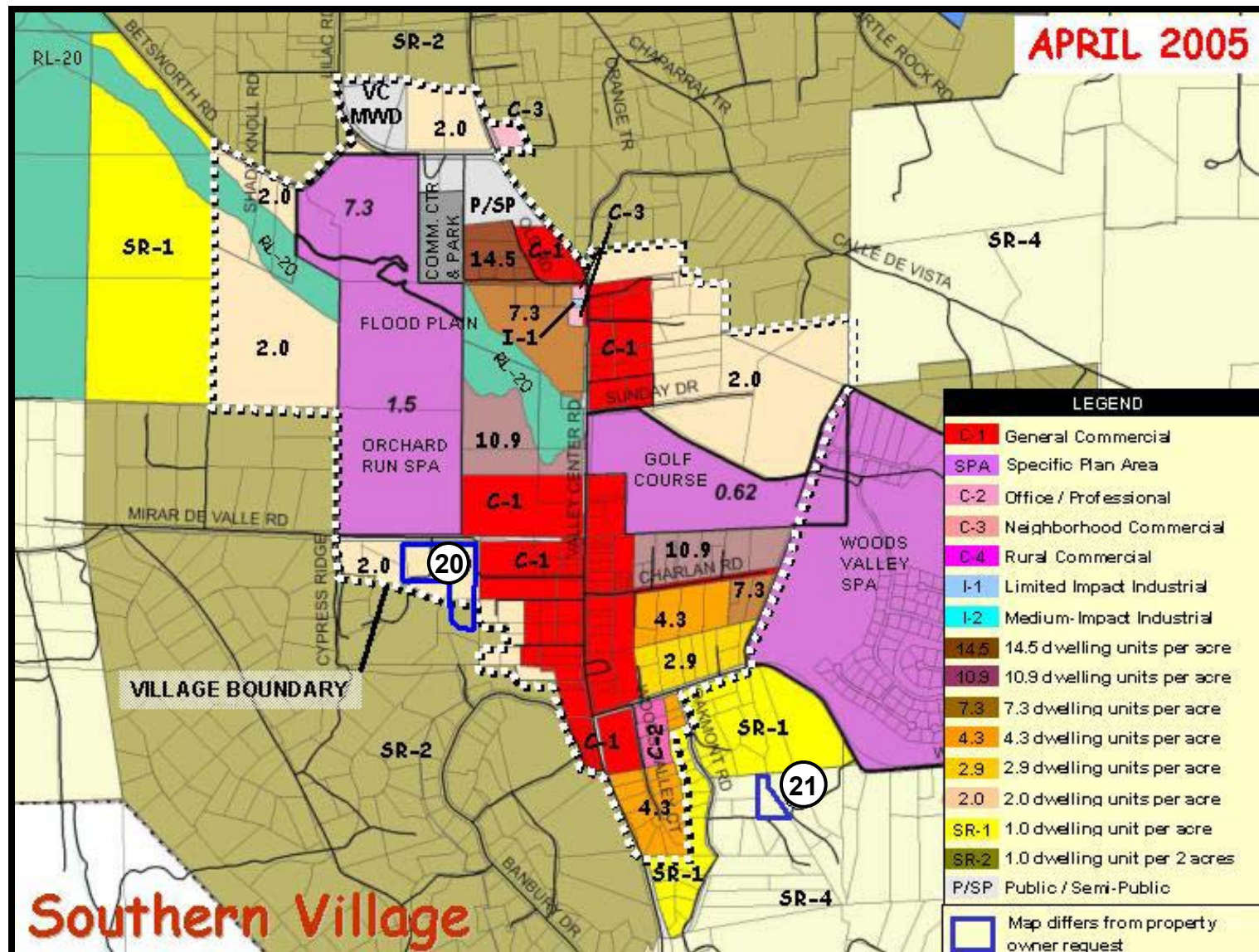


Figure VC-2

## Property Owner Requests Inconsistent with Staff Recommendations

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
20	<p><b><u>Staff</u></b> (VR-2) Village Residential (SR-2) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(VR-2) Village Residential (SR-2) Semi-Rural	(C-1) General Commercial (VR-2) Village Residential <b>(Rattray)</b>	<p><i>Total Area:</i> 20.48 acres</p> <p><i>Current Use:</i> Undeveloped/Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Village Residential densities applied in areas without steep slope; Semi-Rural densities retained in other areas</li> <li>• Village Residential densities provide a transition between commercial and semi-rural land uses</li> <li>• Projected needs do not support additional commercial land uses</li> <li>• Staff supports Planning Group recommendation</li> </ul>
21	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-4) Semi-Rural Residential	(SR-1) Semi-Rural Residential <b>(Townsend)</b>	<p><i>Total Area:</i> 2.26 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Parcel is outside the village special study area located within an area composed of parcels designated SR-4 on the July 2004 Map.</li> <li>• Proposed density is the same as density under existing general plan</li> <li>• Staff supports Planning Group recommendation</li> </ul>

**Staff Recommendations Consistent with Property Owner Request, Planning Group, and Planning Commission**
**Northern Village**

Property Owner	Request/ Staff Recommendation	Acreage
Arnold	(SR-2) Semi-rural	7.05
Bose	(I-2) Medium Impact Industrial	2.55
Burditt	(C-4) Rural Commercial	1.37
Donahue	(I-2) Medium Impact Industrial	8.93
Gabriele	(C-4) Rural Commercial	1.59
Geiger	(C-1) General Commercial	1.22
Hiepler	(C-2) Office Professional	2.73
Hinojosa	(C-2) Office Professional	2.71
Jensen	(C-1) General Commercial	9.5
	(I-1) Limited Impact Industrial	
	(I-2) Medium Impact Industrial	
Lee	(C-1) General Commercial	~ 1
Parker	(C-4) Rural Commercial	2.30
Stephens	(C-1) General Commercial	1.22
Stephens	(C-4) Rural Commercial	0.74

**Southern Village**

Property Owner	Request/ Staff Recommendation	Acreage
Barry	(C-1) General Commercial	5.2
Bernsen	(C-1) General Commercial	5.49
Bohorquez	(C-1) General Commercial	~6
Burditt	(C-1) General Commercial	3.18
Doran	(C-1) General Commercial	1.76
Harmon	(I-1) Limited Impact Industrial	0.25
Houston	(VR-2) Village Residential	~ 1.5
Olson	(C-1) General Commercial	2.62
Pateman	(C-1) General Commercial	0.75
Smith	(C-1) General Commercial	~1
Thomas	(C-1) General Commercial	4.80
VCMWD	(VR-2) Village Residential	32.3
	(SR-2) Semi-Rural	
	Public/Semi-Public	
Woods/Johnson	(C-1) General Commercial	2.26